

# FORMATIVE ASSESSMENT OPPORTUNITY HC1MKTM



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	Johannesburg Business School
<b>DEPARTMENT</b>	Business Management
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Marketing Management
<b>MODULE CODE</b>	HC1MKTM
<b>SEMESTER</b>	First
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Formative Assessment Opportunity November 2020 (Supplementary Examination)

<b>ASSESSMENT DATE</b>	23 November 2020	<b>SESSION</b>	TBC
<b>ASSESSOR(S)</b>	Prof M Roberts-Lombard		
<b>MODERATOR(S)</b>	Dr R Immelman		
<b>DURATION</b>	2 hours (120 minutes)	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	6
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## INFORMATION/INSTRUCTIONS:

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1. This is an open-book online assessment and **ALL questions must be answered**.
  2. Read the questions carefully and answer only what is required.
  3. Clearly provide the question number before answering each question (if the assessment is not online).
  4. The general UJ policies, procedures and rules pertaining to online assessments and plagiarism apply to this assessment.

**QUESTION 1**

**[25]**

1.1 **Choose the correct word in brackets** to make the sentence true. (10)

1.1.1 Social responsibility is a concept that maintains that businesses are part of the larger (community/business society) in which they exist.

1.1.2 (Place/People) is a component of the extended marketing mix.

1.1.3 Ryan stands in a que at the customer service desk of XYZ bank. The que is long and he does not have time to wait. A floor manager approach him in the que to assist with his query. This is an example of a (marketing/customer) orientation approach through service delivery.

1.1.4 When Karen uses the services of the Gautrain, she is perceived as a (consumer/supplier) of the service.

1.1.5 Consumer income, as an economic variable, is part of the (socio-cultural/economic) environment of an economy.

1.1.6 The decline of the South African Rand to the major currencies (US Dollar/Pound/Euro) is a (weakness/threat) for South African companies that need to import raw material.

1.1.7 (Stimulus/Reinforcement) increases the likelihood that a particular response will occur in the future as a result of particular cues or stimuli.

1.1.8 During the (evaluation/trial) stage consumers use a new product on a limited basis.

1.1.9 (Idea generation/Idea conceptualisation) is the first step in the new product development process.

1.1.10 When a retailer decides to offer bulk items at a lower price than if the retailer had sold the same items separately, it is called (premium pricing/multiple pricing).

1.2 **Indicate** whether the following statements are **TRUE or FALSE**. (5)

1.2.1 The objective of an advertising campaign is to create awareness about the product or service on offer.

1.2.2 An order taker is not part of an organisation's sales team.

1.2.3 Sorbet beauty products are not distributed through all retail outlets in South Africa, and is therefore an example of exclusive distribution.

1.2.4 Customer service is a critical element of the distribution process, directly influencing the overall consumer experience.

1.2.5 Competition in the market is not always negative, it can be beneficial as well such as to promote better service.

1.3 Complete the sentence by writing down the correct word to make the sentence **TRUE**.

(5)

1.3.1 During the ..... stage research is done to develop innovative products.

1.3.2 ..... intends to promote a product or idea through the dissemination of information through third parties.

1.3.3 Grassroots marketing is an example of ..... that involves building a personal connection with individual customers maintaining a relationship with them.

1.3.4 ..... is a process through which organisations accelerate returns by taking a customer-centric approach to aligning their marketing and communication objectives with their business or institutional goals.

1.3.5 A ..... is the path or route decided by the business to deliver its good or service to the customers.

1.4 **Identify** the different steps in the consumer decision making process.

(5)

## QUESTION 2

[25]

2.1 **Indicate** whether the following statements are **TRUE** or **FALSE**.

(15)

2.1.1 Marketing is an activity and a set of processes.

2.1.2 A SWOT analysis is also known as an analysis of the market.

2.1.3 One role of a marketing manager is to determine where the product will be available to consumers.

2.1.4 Distributors is part of the micro environment of the business.

2.1.5 In South Africa, the term Izikhothane is a Zulu word that means 'to boast' or 'to brag'.

2.1.6 The people element of the marketing mix also refers to the employees working for the organisation.

2.1.7 The purpose of a strategic analysis is to assist with the formulation of a business strategy.

2.1.8 Marketing is not essential in building the reputation and image of an organisation.

2.1.9 A mission statement refers to words that are constructed together to explain the function of an organisation.

2.1.10 Product design and development refers to determining standard regarding size, quality, design, weight, colour, raw material to be used, etc. in respect of a particular product.

2.1.11 Understanding how consumers make purchase decisions can assist marketing managers in numerous ways.

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2.1.12 Consumer behaviour starts when marketing is done to the consumer.

2.1.13 Marketing engages with potential customers and makes them feel valued and appreciated.

2.1.14 The one-person household consisting of one independent person is also an example of a family type.

2.1.15 Marketing orientation is the most current philosophy and is strongly focused on the building of long-term relationships with customers.

2.2 **List FIVE** functions of marketing channels. (5)

2.3 **Identify any FIVE** elements of the macro environment in which a business operate. (5)

### QUESTION 3 [25]

3.1 **Indicate** whether the following sentence refers to a strength, opportunity, weakness or threat in the SWOT analysis. (10)

3.1.1 Things the business does well

3.1.2 Emerging competitors

3.1.3 Press or media coverage of the business

3.1.4 Tangible assets such as intellectual property

3.1.5 Things competitors do better than the business can do it itself

3.1.6 Resource limitations

3.1.7 Changing regulatory environment

3.1.8 Few competitors in the market

3.1.9 Unclear unique selling proposition

3.1.10 Internal resources such as skilled, knowledgeable staff

3.2 **Indicate** whether the following statements are **TRUE** or **FALSE**. (10)

3.2.1 A product is tangible and can be touched.

3.2.2 The core benefit of buying property is a place to stay.

3.2.3 The colour of perfume is part of the tangible product element that a consumer is purchasing.

3.2.4 Durable products are consumed over a minimum period of one year.

3.2.5 An airline service is intangible to the consumer.

3.2.6 Information search is the first step in the consumer decision making process.

3.2.7 Reference groups are informal in nature.

3.2.8 GFK (Growth from Knowledge) South Africa data reveal that 50% of South African consumers agree that experiences are more important than possessions.

3.2.9 Not all individuals possess the ability to learn.

3.2.10 Family members take on different roles in the purchase process.

3.3 Briefly highlight **FIVE** key aspects that explain how selective distortion influence the perception of consumers. (5)

**QUESTION 4** [25]

4.1 **Indicate** whether the following statements are **TRUE or FALSE**. (10)

4.1.1 Marketing is purely based on the satisfaction of customer needs. An Absa branch functions as a middle man between Absa head office and an Absa client.

4.1.2 A NEDBANK branch functions as a middleman between NEDBANK head office and a NEDBANK client.

4.1.3 The University of Johannesburg is an example of a profit orientated business.

4.1.4 Airline check-in counter personnel are an important part of the relationship building initiatives of the airline to secure a positive experience and build long-term relationships with customers.

4.1.5 Medicine are perceived by consumers as emergency products, purchased at a time of need.

4.1.6 Product features are less important when buying shopping products compared to speciality product purchases.

4.1.7 A decision to build a brick wall around your house, will result in the purchase of bricks to build the wall, thus industrial product buying.

4.1.8 When consumers disagree with a marketing message it is referred to as an external disturbance.

4.1.9 Ster Kinekor is an example of below-the-line advertising in South Africa.

4.1.10 Distribution channels are used by marketers to create exchanges with consumers.

4.2 **Choose** the correct word in brackets to make the sentence true. (5)

4.2.1 Personality reflects (group/individual) differences.

4.2.2 Toyota as a motor vehicle brand operate in a (monopolistic/oligopolistic) market environment.

4.2.3 The professional management of customers is a critical part of the (relationship/profit) building strategy of British Airways.

4.2.4 (Customer experience/Advertising) is a basic instrument that can be used to communicate with a consumer.

4.2.5 A business that sells goods to other businesses are referred to as a (retailer/wholesaler).

4.3 **Name FIVE** characteristics of reference groups in South Africa. (5)

4.4 **Identify** FIVE examples of non-durable products. (5)

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