

INNOVATIVE MARKETING (CORE MODULE)

SUPPLEMENTARY EXAMINATION

MODULE CODE: INM9X02

EXAMINATION PERIOD: THIRD QUARTER of 2021

Date:	Tuesday, 19 October 2021
Time:	07:00 – 08:30 – read the provided case 08:30 – 11:30 – write examination 11:45 – submit completed exam script
Total Marks:	100 (Weighting 50% of the total exam mark)
Internal Moderator:	Philasande Sokhela
External Moderator:	Dr Tinashe Chuchu

Please read these instructions carefully

- This is an open book examination.
- Please ANSWER BOTH QUESTIONS IN QUESTION 1, AND TWO OUT OF THE THREE REMAINING QUESTIONS.
- Take note of the word limits for answers where these are given.
- Type in your name, student number and date on the first page of your answer.
- Ensure that you number your questions correctly.
- This question paper consists of 4 pages including the cover. The case study consists of 20 pages.
- **Students must use the naming convention given for their answer book as follows.**
- First Name _Last Name_ Student Number_ MBA Exam Module Title _Date (dd_mm_yy)
- Example: Mpho_Nkosi_201036829_ MBA Innovative Marketing _01_ 09_ 20)
- Please make sure that your **laptops are fully charged** before the exam window period.
- We advise students to be at a location that has **reliable internet access**.
- Use font Arial 12, line spacing 1.5.
- All answer books and relevant attachments must be uploaded on **Blackboard_Final Examination Tab**

Read the case study titled “BOS Brands: challenges of internationalisation” written by Geoff Bick and Christopher James Human.

Question 1 is compulsory. Thereafter choose two (2) out of the three (3) remaining questions.

Please ensure that you complete the WORD templates for your exam answers in your answer books.

If you opt to use the Excel template, this must be attached to your email with your exam answer book.

Plagiarism

Please note that all exam answers will be submitted through Turnitin to establish a similarity index. As this is an open book exam, you are required to use APA academic referencing. Where you quote verbatim from any source, the quotation must be in inverted commas and the page number given as part of the reference.

Note:

Please do not copy and paste text from the case study. You are required to apply what you have learned in the module and to give your responses in your own words.

Read the case study titled “BOS Brands: challenges of internationalisation” written by Geoff Bick and Christopher James Human. **NB:** *Question 1 is compulsory. Thereafter choose two (2) out of the three (3) remaining questions.*

Question 1: Compulsory (25 x 2 = 50 Marks)

- 1.1. Assess the global market strategy employed by BOS Brands. In your answer, provide examples of the global market strategy/strategies used and how these contributed to a successful expansion. (min 500 – max 1000 words) (25 Marks)
- 1.2. Critique the marketing strategy used by the BOS Brands founders’ in expanding services and product variety. In your answer, include suggestions of how the company should have executed the expansion plan. (min 500 – max 1000 words) (25 Marks)

Instruction: Choose any TWO (2) out of the THREE (3) remaining questions:

Question 2: (25 Marks)

Critique the segmentation, targeting, and positioning (STP) approach used by BOS Brands when internationalising in the European market. (min 500 – max 1000 words) (25 marks)

Question 3: (25 Marks)

“BOS faced legal and legislative hurdles having to comply with onerous EU product and packaging standards, changing their label design, and building search engine optimisation around different product names”. Propose an Omni-channel marketing approach aimed at helping BOS Brands create a consistent global brand presence. (min 500 – max 1000 words) (25 marks)

Question 4: (25 Marks)

Apply the PASTA tool to aid BOS Brands “scale its high-touch and personable brand for the world’s mega iced tea markets”. (min 500 – max 1000 words) (25 marks)

NB: Only consider the information presented in the case to formulate the strategy.

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