

UNIVERSITY OF FORT HARE
DEPARTMENT OF BUSINESS MANAGEMENT

MARKETING MANAGEMENT
BEC 221/E

MAIN EXAMINATION
2024

Time: DURATION: 3 HOURS
Subject: BEC 221/E
Marks: 100

This paper consists of four pages including this
cover page.

Internal Examiners

Dr. Angela Pike-Bowles
Ms Anesipho Klaas-Fobosi
Prof. Roger Elliot

INSTRUCTIONS

1. Answer ALL QUESTIONS. There are six questions.
2. LABEL your ANSWER BOOKS correctly.
3. Enter the correct question number for each answer.
4. Enter the numbers of the questions answered on the front cover of your answer books.
5. Indicate the number of answer books handed in on the front cover of each book.
6. Write legibly.

QUESTION 1 [20 MARKS]

Review the advert and answer the questions that follow:



1.1 Define the concept of 'advertising appeal' [3 marks]

1.2 Which advertising appeal has Sensodyne implemented in the advert and why? [5 marks]

1.3 Discuss the execution style that Sensodyne has used to execute its message. [5 marks]

1.4 List two other common execution styles with examples that firms can implement to execute their message. [4 marks]

1.5 Briefly outline the main media type that Sensodyne should use to advertise. [3 marks]

QUESTION 2 [20 MARKS]

2.1 Differentiate between interpersonal communication and mass communication. [5 marks]

2.2 Discuss the marketing communication process. [15 marks]

QUESTION 3 [10 MARKS]

3.1 What does the acronym AIDA stand for? Discuss the concept with an example of your choice. [10 marks]

QUESTION 4 [20 MARKS]

4.1 Define market segmentation. [5 marks]

4.2 Are all firms required to practice market segmentation? Discuss [5 marks]

4.2 Briefly discuss the five bases for segmenting consumer markets. [10 marks]

QUESTION 5 [10 MARKS]

5.1 What are the five conditions of exchange? [5 marks]

5.2 Discuss the concept of exchange when purchasing a car from a car dealership [5 marks]

QUESTION 6 [20 MARKS]

Review the advert and answer the questions that follow:



**Mid Month WEDNESDAY
VALUE COMBO**

99.90

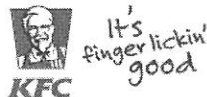


5 PIECE and LARGE CHIPS
PLUS YOUR CHOICE OF



1x Large Pops OR 4x Zinger Wings OR 2x Snack Burgers

This offer is only valid at selected KFC stores:
KFC Centurion, KFC Jean Village, KFC Olievenhoutbosch,
KFC Wierda Park, KFC The Roods, KFC Rooihuiskraal,
KFC Irene, KFC Waterkloof
on 13, 20 June, 11, 18 July, 15, 22 Aug, 12, 19 Sept 2018.
Terms and conditions apply.



- 6.1 What type of consumer product does KFC offer? Discuss [6 marks]
- 6.2 Define a product mix. [2 marks]
- 6.3 What is the length of the product line as illustrated in the KFC advert? [2 marks]
- 6.4 Discuss the function of the packaging for the KFC products [10 marks]

End of Paper