

**UNIVERSITY OF FORT HARE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**

**MARKETING MANAGEMENT**  
**BEC 221**

**AEGR0TAT EXAMINATION: 5<sup>th</sup> February 2019**

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**Time: 3 hours**

**Subject: BEC 221**

**Marks: 100**

**This paper consists of 5 pages including the  
cover page**

**Internal Examiner**

**Dr H. Shava**

**INSTRUCTIONS**

1. Answer Question 1 Section A and  
Choose THREE Questions from Section B
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.

**SECTION A**  
**COMPULSORY**  
**ANSWER QUESTION 1**

**QUESTION 1**

a) Competitive advantage plays a critical role towards customer satisfaction. Define competitive advantage and with the aid of clear examples, discuss five ways in which firms can differentiate themselves to establish a competitive advantage. [15]

b) Compare and contrast societal marketing and relationship marketing orientation. In your answer, provide example of entities that practice societal marketing and relationship marketing, clearly indicating how they manifest the two. [10]

**[TOTAL 25 Marks]**

**SECTION B**

***ANSWER ANY THREE QUESTIONS FROM THIS SECTION***

**QUESTION 2**

a) Discuss activities associated with or methods of environmental scanning often implemented by marketing managers to understand better the internal and the external environment. [13]

HINT: Environmental scanning techniques

b) All consumer behaviour results from learning. Discuss learning and indicate how marketing managers can exploit this concept to influence consumer behaviour [12]

**[TOTAL 25 marks]**

### QUESTION 3

See figure below and answer the questions that follow:

**RED BULL  
GIVES YOU  
WIINGS.**



a) Define the term target market.

**(5 Marks)**

b) Define market segmentation **and** discuss the importance of market segmentation with regards to the RedBull energy drink.

**(10 Marks)**

c) Analyse the figure above and discuss TWO relevant bases for segmentation for RedBull.

**(10 Marks)**

**[TOTAL 25 MARKS]**

## QUESTION 4

**Read the case study below and answer the question that follow:**

### **Apple iPhone Xs – Vodacom contract prices**

The iPhone Xs and iPhone Xs Max will launch in South Africa today, and **Cellucity** has revealed the Vodacom contract prices for Apple's new smartphones. Recommended retail prices for the iPhone Xs start at R21,999 for a 64GB model, and go up to R31,999 for a 512GB iPhone Xs Max. Apple's new devices sport powerful A12 Bionic processors and high-resolution Super Retina OLED displays, and an upgraded IP68 environmental resistance rating. Both devices will be available in Space Grey, Silver, and Gold. Vodacom contract prices for the iPhone Xs start at R999 per month on a Smart XS+ plan, and R1,199 per month for the iPhone Xs Max on a Smart S+ plan.

The table below summarises the Vodacom postpaid options available for the iPhone Xs and iPhone Xs Max.

- uChoose Flexi packages receive an additional 5GB data that is valid for the first 7 days.
- Red Select Top Up, Red Select+, and Red Classic+ deals receive an additional 1GB of data for 24 months.
- All other packages receive 10GB of data, valid for the first month of the plan.

Source: <https://mybroadband.co.za/news/smartphones/277523-apple-iphone-xs-vodacom-contract-prices.html>

a) Discuss the three objectives of pricing. **(15 Marks)**

b) Discuss Herzberg's two-factor model of customer satisfaction linking it to the Hotel Industry. **[10]**

**[TOTAL 25 Marks]**

## QUESTION 5

As MTN Marketing Manager, discuss five major advertising media that you would use for mass communication. Please provide clear examples. **(25 Marks)**

**Hint: Use of clear examples is very critical in answering this question.**

**[TOTAL 25 Marks]**

## QUESTION 6

**Analyse the picture below and answer the question that follow:**



Advertisers often use health-advertising appeal to reach out to their target market such as Clover in the figure above. Making use of examples, discuss five other common advertising appeals often used by advertisers. **[25 Marks]**

**[TOTAL 25 Marks]**

**End of Examination**