

UNIVERSITY OF FORT HARE
DEPARTMENT OF BUSINESS MANAGEMENT

MARKETING MANAGEMENT
BEC 221/E

SUPPLEMENTARY EXAMINATION
2024

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

**This paper consists of seven pages including
this cover page.**

Internal Examiners

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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

1.1 Explain how the purchase situation can influence a consumer's decision-making process using the consumer behaviour model. Provide relevant examples to illustrate your answer.

(9)

1.2 Define the concepts of positioning, differentiation, and competitive advantage. Discuss how these concepts are interconnected and their significance in marketing strategy.

(9)

1.3 Using Herzberg's two-factor theory of motivation, identify the hygiene factors and motivators (satisfiers) that could influence customer satisfaction when purchasing a new laptop.

(7)

[TOTAL: 25 MARKS]

SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

Question 2

Instructions: Read the following case study carefully and answer ALL the questions that follow:

Case Study:

"Beacon Telecom" has introduced new mobile plans to shake up the competitive market. These plans offer data at various levels—1GB for R89, 3GB for R169, 10GB for R399, and unlimited data for R899. These bundles come with free text messages, unlimited calls to Beacon networks, and additional benefits such as free streaming services. Competitors like Alpha Telecom charge significantly more for smaller data bundles, making Beacon Telecom's offering more appealing to cost-conscious consumers. Beacon promises no hidden fees, easy online sign-ups, and next-day delivery of SIM cards in urban areas.

- "Telkom simplifies mobile contracts, cuts prices," *Fin24*. Available at <http://www.fin24.com/>, July 22, 2016.

2.1 Discuss the three categories of pricing objectives (profit, sales, and market share) and identify which pricing objective best describes Beacon Telecom's strategy. Justify your answer.

(12)

2.2 Critically analyze FOUR environmental factors (economic, technological, competitive, social) that are influencing Beacon Telecom's decision to introduce these new mobile plans.

(13)

[TOTAL: 25 MARKS]

Question 3

3.1 Define the concepts of target markets and market segmentation.

(6)

3.2 Identify and explain the bases for segmenting the target market for Beacon Telecom's new mobile plans (e.g., demographic, psychographic, behavioral, geographic).

(10)

3.3 Advertising is a crucial element of the marketing communication mix. With relevant examples, discuss the importance of advertising and how it helps companies reach their target markets.

(9)

[TOTAL: 25 MARKS]

Question 4

4.1 Marketing philosophies have evolved over time. Discuss how the societal marketing concept and relationship marketing can be applied in today's marketing environment, with examples from current marketing campaigns.

(9)

4.2 Read the following scenario:

Case Scenario:

A growing focus on environmental issues, such as climate change and resource depletion, has driven many companies to adopt sustainable marketing practices.

Identify and discuss EIGHT key sustainability challenges that businesses today must consider when formulating their marketing strategies.

(16)

[TOTAL: 25 MARKS]

Question 5

Case Study:

Red Energy is a leading brand in the energy drinks market, known for its innovative approach to marketing. The brand sponsors extreme sports events and engages in influencer marketing, targeting young, active consumers. Red Energy's communication strategy includes a mix of sponsorships, experiential marketing, and digital campaigns, which has helped the brand maintain a strong position in the competitive market.

- Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2017). *Marketing: Real People, Real Choices* (9th ed.). Pearson Education.

5.1 Discuss TWO elements of the marketing communication mix (excluding advertising) that Red Energy has used successfully in its campaigns. Use examples to support your answer.

(8)

5.2 Analyze the stage of the product life cycle (introduction, growth, maturity, or decline) that best represents Red Energy's current market position. Provide evidence to justify your analysis.

(6)

5.3 Recommend THREE marketing strategies Red Energy could implement to increase market share at its current stage of the product life cycle.

(6)

[TOTAL: 25 MARKS]

Question 6

Case Study:

GreenWalk Shoes is a company specializing in high-quality, orthopaedic footwear with a focus on comfort and foot health. Their products are sold in pharmacies, shoe stores, and through their own retail outlets. GreenWalk is expanding rapidly due to consumer demand for durable, health-focused footwear. The brand recently received recognition as one of the top footwear brands in South Africa, attributed to its superior quality and long-lasting products.

- Kotler, P., Keller, K. L., & Chernev, A. (2020). *Marketing Management (16th ed.)*. Pearson Education.

6.1 Explain how GreenWalk Shoes differentiates its products from competitors.

(7)

6.2 Define the concept of marketing channels and describe the different distribution strategies used by GreenWalk Shoes.

(12)

6.3 Based on the different categories of consumer products, determine the classification that best fits GreenWalk Shoes and justify your answer.

(6)

[TOTAL: 25 MARKS]

End of Paper

