



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07BMAR	LEVEL & CREDITS: 7
COURSE CODE: MBM712S	COURSE NAME: MARKETING AND BRAND MANAGEMENT
SESSION: NOV 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of Six (6) questions2. Answer ALL questions3. Use the table provided on page [5] to answer Question 1: Detach and insert into your answer booklet4. Write as legible as possible, and as precise as possible5. Read each question carefully6. Allocate your time appropriately

THIS QUESTION PAPER CONSISTS OF 5 PAGES (Including this front page)

QUESTION 1

True or False Questions

Use the table provided on [page 5] to answer these questions, detach and insert it into your answer booklet. [2 x 15 = 30 marks]

1.1	Niche Marketing occurs when a company focuses on smaller groups within the larger segment and produces very carefully targeted products. TRUE/FALSE?
1.2	When using the BCG Matrix, Question Marks are low-growth, high-share businesses or products that are established and successful SBUs requiring less investment to maintain market share. TRUE/FALSE?
1.3	In the decline stage of the Product Life Cycle (PLC), there is a period of slow sales growth as the product is introduced in the market. Profits are nonexistent because of the heavy expenses of product introduction. TRUE/FALSE?
1.4	Many strategic alliances take the form of marketing alliances. These fall into four major categories, one of which is Product or service alliances, and this is when one company licenses another to produce its product, or two companies jointly market their complementary products or a new product TRUE/FALSE?
1.5	The BCG analysis is generally used for companies that sell one kind of product. TRUE/FALSE?
1.6	Michael Porter has proposed three generic strategies that provide a good starting point for strategic thinking and these are: overall cost leadership, differentiation, and focus. TRUE/FALSE?
1.7	The major segmentation variables are Substantial, Accessible, Differentiable, and Actionable segmentation. TRUE/FALSE?
1.8	The General Electric Model considers two major dimensions namely: market responsiveness and business attractiveness TRUE/FALSE?
1.9	Analysing the marketing environment, setting priorities and setting deadlines for tasks to be executed may be some of the activities you would be required to plan as a marketing manager. TRUE/FALSE?
1.10	In the growth stage of the PLC, there is a slowdown in sales growth because the product has achieved acceptance by most potential buyers. Profits stabilize or decline because of increased competition. TRUE/FALSE?
1.11	According to the Brand Resonance Model, Resonance is the intensity of customers' psychological disconnect with the brand and the level of activity it engenders TRUE/FALSE?

1.12	Benefit and attribute positioning is a type of positioning strategy where a company emphasises the unique benefits and attributes that your product or organisation offers TRUE/FALSE?
1.13	Integrative Growth is when an organisation develops or acquires businesses that are related to its current businesses. TRUE/FALSE?
1.14	When using the BCG Matrix, Stars are low-growth, low-share businesses or products requiring minimal investment to finance rapid growth. They will eventually turn into Question Marks. TRUE/FALSE?
1.15	Marketing planning involves deciding on marketing strategies that will help the organisation attain its tactical goals TRUE/FALSE?

QUESTION 2

Define marketing control and list the 4 main types of marketing control.

(5 marks)

QUESTION 3

There are three key ingredients of customer-based brand equity. Discuss them using relevant examples.

(10 marks)

QUESTION 4

All the categories of new products are considered new products; however, the risks and uncertainties greatly differ, and the categories need to be managed differently. Give five (5) different types of new products and provide relevant examples for each. Relate these new products to the insurance/banking sectors.

(15 marks)

QUESTION 5

Models of organisational effectiveness go in and out of fashion, but the McKinsey 7-S framework has stood the test of time. Do you know how well your organisation is positioned to achieve its goals? Or what elements influence its ability to implement change successfully? The framework can be used to examine the likely effects of future changes in the organisation, or to align departments and processes during a merger or acquisition. You can also apply the McKinsey 7-S model to elements of a team or a project. Using relevant examples, list and discuss all seven (7) internal elements of this framework that an organisation needs to align for it to be successful.

(20 marks)

PTO

QUESTION 6

With relevant examples, name and discuss the 4 main characteristics of the Marketing Audit, which make up the definition of the Marketing Audit. **(20 marks)**

QUESTION 1: ANSWER SHEET

[2 x 15 = 30 marks]

Detach and insert it into your answer booklet

	TRUE	FALSE
1.1		
1.2		
1.3		
1.4		
1.5		
1.6		
1.7		
1.8		
1.9		
1.10		
1.11		
1.12		
1.13		
1.14		
1.15		

Student number: _____

Study mode: _____

Lecturer name: _____

END OF 1ST OPPORTUNITY QUESTION PAPER