

PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF SPORTS, BACHELOR OF LOGISTICS, BACHELOR OF TRANSPORT	
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COURSE CODE: FOM511S	COURSE NAME: FUNDAMENTALS OF MARKETING
SESSION: JULY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION	
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MODERATOR:	SIR HOABEB

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of EIGHT (8) questions2. Answer ALL questions3. Write as legible as possible, and as precise as possible4. Indicate your class lecturer's name on your answer sheet5. Read each question carefully6. Allocate your time appropriately

THIS QUESTION PAPER CONSISTS OF SEVEN (7) PAGES INCLUDING THE FRONT PAGE.
GOOD LUCK!

SECTION A: MULTIPLE CHOICE QUESTIONS

[40]

Choose the correct answer and use the answer sheet provided to answer the following multiple choice questions. Each question only has ONE correct answer. 2 marks shall be awarded for each correct answer. **[2 x 20 = 40 marks]**

QUESTION 1.1

Which one of the following is perceived as a contact method in marketing research when planning for primary data collection.

- A. Observation
- B. Survey
- C. Experiment
- D. Mail
- E. Questionnaire

QUESTION 1.2

_____ consists of information that already exists somewhere, having been collected for another purpose.

- A. Primary data
- B. Secondary data
- C. Marketing intelligence
- D. Research objectives
- E. Marketing research process

QUESTION 1.3

Kellogg's uses this market segmentation approach with the Kellogg's Special K or Kellogg's Rice Krispies products:

- A. Differentiated marketing
- B. Mass marketing
- C. Niche marketing
- D. One-to-one marketing
- E. Segmentation

QUESTION 1.4

When the agent of Kirby vacuum cleaners visits your home to demonstrate the product, he/she acts as a _____.

- A. provider
- B. financial intermediary
- C. agent
- D. marketing intermediary
- E. supplier

QUESTION 1.5

The fact that a segment must be profitable enough to make it worthwhile for the business to pursue refers to which criteria of market segmentation?

- A. Accessible
- B. Identifiable and measurable
- C. Responsive
- D. Viable and sustainable
- E. Substantial

QUESTION 1.6

_____ refers to the process of dividing the total market for a particular product or product category into relatively homogeneous groups.

- A. Differentiated marketing
- B. Market segmentation
- C. Mass marketing
- D. Niche marketing
- E. One-to-one marketing

QUESTION 1.7

_____ is the sum total of learnt beliefs, values and customs that ultimately direct human behaviour within a society.

- A. Formal learning
- B. Subculture
- C. Perception
- D. Culture
- E. Personality

QUESTION 1.8

Furniture, clothing, used cars and major appliances are considered to be _____.

- A. shopping products
- B. consumer products
- C. convenience products
- D. specialty products
- E. promotion products

QUESTION 1.9

When consumers remember good facts about a brand and forget good facts about competing brands, it refers to _____.

- A. selective blocking
- B. selective distortion
- C. selective selection
- D. selective attention
- E. selective retention

QUESTION 1.10

_____ is the sum total of learnt beliefs, values and customs that ultimately direct human behaviour within a society.

- A. Formal learning
- B. Subculture
- C. Perception
- D. Culture
- E. Personality

QUESTION 1.11

A person's traits, attitudes and habits refer to which psychographic segmentation variable?

- A. Behaviour
- B. Geodemographic
- C. Lifestyle
- D. Motive
- E. Personality

QUESTION 1.12

There has been a petrol strike that has worried many businesses and consumers. In which one of the following environments did this change occur?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.13

Suppose the government is introducing a new law that alcohol producers can no longer advertise because it can negatively affect young people. In what environment would this change occur?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.14

The financial manager sends a new budget to the marketing manager so that the marketing department can set up a marketing campaign for the new youth market of 2019. In which one of the following environments has this change taken place?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.15

The demand for a product such as coffee leads to the creation of a market for coffee. In which environment does this occur?

- A. Micro-environment
- B. Market Environment
- C. Macro-environment
- D. Competitive environment
- E. Strategic environment

QUESTION 1.16

Changing buyer tastes is an example of:

- A. Opportunities
- B. Strengths
- C. SWOT analysis
- D. Threats
- E. Weaknesses

QUESTION 1.17

Polony and products from Enterprise Foods factory in Polokwane, Limpopo are the source of the world's largest outbreak of listeria. Which internal factors will be influenced?

- A. Learning
- B. Motivation
- C. Perception
- D. Attitude
- E. All of the above

QUESTION 1.18

The tendency of customers to interpret information in a manner that will support what they already believe refers to _____.

- A. perceptual blocking
- B. perceptual distortion
- C. perceptual selection
- D. selective attention
- E. selective exposure

QUESTION 1.19

The quality of services depends on who provides them and when, where and how. This is known as _____.

- A. Services intangibility
- B. Services inseparability
- C. Services perishability
- D. Services variability
- E. Services dependability

QUESTION 1.20

Services cannot be stored for later sale or use. This is known as _____.

- A. Services intangibility
- B. Services inseparability
- C. Services perishability
- D. Services variability
- E. Services dependability

SECTION B: DESCRIPTIVE QUESTIONS**[40 marks]**

Answer all the questions of Section B in the answer book(s) provided.

Question 2**(4)**

Differentiate between the following, by matching column A to column B.

	Column A		Column B
2.1	Learned predisposition to behave in a manner that is consistently favourable or unfavourable towards a specific object.	A	Perception
2.2	The process by which a person selects, organises and interprets stimuli to form a meaningful picture of the world.	B	Reference groups
2.3	One or more people that a consumer use as a basis for his or her forming responses and performing behaviour.	C	Culture
2.4	A pattern of behaviour common to members of a society, or of a group within that society.	D	Attitudes

Question 3**(5x3=15)**

Before a marketer can produce products, the marketer must understand the different types of markets which demand its products. Name and briefly explain by means of an example the five (5) different types of markets that are available to a marketer.

Question 4**(5x3=15)**

Ruben started a local transport company in Namibia to provide innovation in local transportation. List and explain the five (5) steps in the marketing process Ruben should follow in order to market his products and services successfully. Motivate your answer by means of using examples.

Question 5**(3x2=6)**

A marketing research project might have one of three types of objectives when it comes to defining the problem and research objectives. Identify and explain the three (3) types of research objectives in order to gather information for a research project.

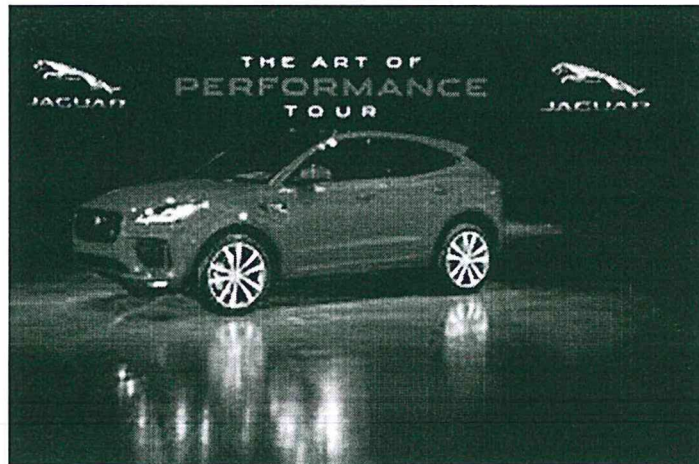
SECTION C: APPLICATION QUESTIONS**[20 marks]**

Read the following case study and answer the questions that follow.

JAGUAR E-PACE - 2018

Given how the market has reacted to the Jaguar F-Pace and SUVs in general, it makes perfect sense for the Jaguar brand to expand on its line-up to take advantage of market conditions. The Jaguar E-Pace, a smaller SUV which headed to South Africa in early March 2018.

Here is a luxury product that ticks many boxes in terms of comfort, technology, practicality, but critically it drives like a Jaguar and unlike some of its segment rivals, it's actually enjoyable behind the wheel. The sales and profits are still low, however, Jaguar expect a great rise in sales by January 2019. Marketers are currently aiming to inform their target market of the launch of their new SUV.



The Jaguar E-Pace is a beautiful vehicle and that comes as no surprise. The Jaguar E-Pace slots in comfortably under

the F-Pace Jaguar product line. Its rivals are many as this segment is hotly contested. BMW's stylish and new X2, BMW X3, the Mercedes-Benz GLA, Audi's Q2/Q3, Alfa Romeo Stelvio, Porsche Macan and the forthcoming Volvo XC40 are all in this segment and vying for a slice of the pie.

All new Jaguar cars come with the Jaguar 5-year Care Plan including a 5-year/100 000km service plan, a 5-year/100 000km maintenance plan and a 5-year/100 000km warranty, as standard. The Jaguar E-pace is available in selected car dealerships across South Africa and is priced between R598 500.99 to R858 400.99.

Source: Adapted from: https://www.cars.co.za/motoring_news/jaguar-e-pace-2018-international-launch-review/44544. Date of access: 22 March 2018

Question 6**(10)**

6.1 What type of product is The Jaquar E-Pace? Motivate your answer.

(2)

6.2 Describe the market segment by referring to the readers' demographics. Name and motivate any two (2) relevant demographic characteristics that the Jaguar E-Pace uses as a basis of segmentation.

(4)

6.3 Identify the targeting marketing approach used by the Jaguar E-Pace. Provide reasons for your answer.

(4)

Question 7**(7)**

Draw a perception map of the Jaguar E-Pace compared to the competitors, refer to price and quality content as indicated in the following table.

Basic model	Price of basic model
• Jaquar E-Pace	N\$ 598 500.99
• BMW X2	N\$ 642 200.99
• Mercedes-Benz GLA	N\$ 571 900.99
• Audi's Q2	N\$ 434 500.00
• Porsche Macan	N\$ 1 122 000.00

Question 8**(3)**

Identify and explain which type of service marketing the Jaguar E-Pace provides customers.

06/05/2019