



**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: JAN 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 80

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. G. Karita (FT/PT) Mr. D Hlahla (DI)
MODERATOR:	Mr. E. Simataa

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper consists of SIX (6) questions2. Answer ALL questions3. Write as legible as possible, and as precise as possible4. Read each question carefully5. Allocate your time appropriately

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1

There are various types of marketing control. Discuss the types of marketing control and their purposes. Also state the approaches/tools a marketer would use for each one of the controls.

(20 marks)

QUESTION 2

When coming up with new products, the goal of every organisation is for that product to be adopted by its customers. The adoption decision is that made when a consumer decides to become a regular user of a product. Name and discuss the stages of the adoption process.

(15 marks)

QUESTION 3

Sales variance analysis: Measures and evaluates actual sales in relationship to goals. Two specific tools make it work.

Sales variance analysis: Measures the relative contribution of different factors to a gap in sales performance. Suppose the annual plan called for selling 2500 books in the first quarter at N\$.80 per book for total revenue of N\$2000. At the end of the quarter, only 2000 books were sold at N\$0.50c per book for total revenue of N\$1000. How much of the sales performance gap is due to the price decline and how much to the volume decline? What is your overall conclusion from this scenario? Show your calculations clearly.

(12 marks)

QUESTION 4

Michael Porter has proposed three generic strategies that provide a good starting point for strategic thinking. Name and discuss these strategies with relevant examples to explain.

(12 marks)

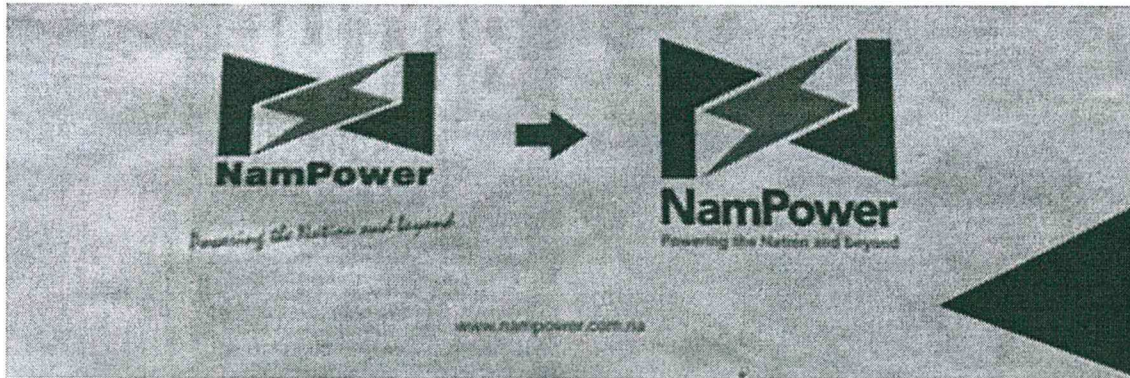
QUESTION 5

Name and discuss the four (4) main steps in the Strategic Brand Management process.

(12 marks)

QUESTION 6

The national power utility, the Namibia Power Corporation (NamPower) has responded to escalating criticism on its refreshed logo that was revealed in two advertorials early this week saying the exercise was part of the production of a new Corporate Identity (CI) Manual. Critics of the refreshed and quite subtle change to the brand, questioned the rationale behind the move with some calling it a waste of money at a time when the entire country is facing challenging economic conditions.



Source: Edgar Brandt. <https://neweralive.na/posts/nampower-used-south-african-company-to-assist-with-refreshed-logo> (accessed 17/09/2018)

As a marketing manager of NamPower, how would you respond to these criticisms? Is this a necessary exercise to engage in as a company? Are the public's criticisms valid at all? **(9 marks)**

END OF 2ND OPPORTUNITY QUESTION PAPER