



**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 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. G. Karita (FT/PT) Mr. D Hlahla (DI)
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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 2 PAGES (Including this front page)

QUESTION 1

Define the following terms using appropriate examples.

(5 marks)

- a) Points-of-difference (PODs)
- b) Points-of-parity (POPs)

QUESTION 2

Using relevant examples, name and discuss the main Customer Relationship Management (CRM) Strategies.

(15 marks)

QUESTION 3

Effective planning requires the careful selection and utilisation of sound marketing strategies that will enable the organisation to excel in a competitive environment. One of the most common marketing strategies that organisations can use is the SWOT Analysis.

Clearly state whether the two groups below contribute to Strengths, Weaknesses, Opportunities or Threats. Practically apply them to the Namibia University of Science & Technology and discuss how each of the various factors could influence the organisation.

(20 Marks)

Group 1: Market growth Rate, Competition, Inflationary vulnerability

Group 2: Profitability, Resources, Product quality and brand reputation

QUESTION 4

Growth strategies are designed to promote an organisation's continued (long-term) growth.

There are three major classes of growth namely: **Intensive Growth, Integrative Growth and Diversification Growth**. By depicting it on a diagram, explain the types of Intensive Growth Strategies as illustrated by the Ansoff's Matrix or model.

(20 marks)

The diagram is a must!

QUESTION 5

Resonance is the intensity of customers' psychological bond with the brand and the level of activity it engenders/produces. The model develops and measures brand equity building as an ascending series of steps. Use a diagram to depict each step of the **BRAND RESONANCE PYRAMID** and explain the branding objectives that can be applied at each stage.

(20 marks)

QUESTION 6

The marketing audit examines six major components of the company's marketing situation. Name or list only five (5) of these components or areas and discuss.

(20 marks)

END OF 2ND OPPORTUNITY QUESTION PAPER