



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING & LOGISTICS**

<b>QUALIFICATION:</b> BACHELOR OF MARKETING AND OTHERS	
<b>QUALIFICATION CODE:</b> 07MARB	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> IME511S	<b>COURSE NAME:</b> INTRODUCTION TO MARKETING AND ITS ENVIRONMENT
<b>SESSION:</b> JUNE 2019	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION</b>	
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<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper consists of <b>FIVE (5)</b> questions</li><li>2. Answer <b>ALL</b> questions</li><li>3. Write as legible as possible, and as precise as possible</li><li>4. Indicate your class lecturer's name on your answer sheet</li><li>5. Use the tables provided on [page 7] to answer the questions for Section A; Question One (Multiple Choice Questions) and Question Two (True/False Questions), detach and insert it into your answer booklet</li><li>6. Read each question carefully</li><li>7. Allocate your time appropriately</li></ol>

**THIS QUESTION PAPER CONSISTS OF SEVEN (7) PAGES**

**GOOD LUCK!!**

**QUESTION 1: MULTIPLE CHOICE QUESTIONS****(15 x 1 = 15)**

Choose the correct answer and use the answer sheet provided to answer the following multiple choice questions. Each question only has ONE correct answer. 1 mark shall be awarded for each correct answer.

1. Marketing seeks to create and manage profitable customer relationships by delivering \_\_\_\_\_ to customers.
  - a. competitive prices
  - b. superior value
  - c. superior service
  - d. superior promotion
  - e. product assortment
2. Today, marketing must be understood in terms of not just making a sale but also \_\_\_\_\_.
  - a. satisfying customers' needs
  - b. understanding customers' value
  - c. understanding customers' self-images
  - d. advertising brilliantly
  - e. successfully remaining in the market
3. You are preparing a combination of products, services, information and experiences to a market to satisfy needs and wants. What are you preparing?
  - a. value proposition
  - b. demand satisfaction
  - c. tactical plan
  - d. market offering
  - e. strategy
4. Many sellers make the mistake of marketing myopia by paying more attention to the specific products they offer than to the \_\_\_\_\_ produced by those products.
  - a. benefits
  - b. experiences
  - c. benefits and experiences
  - d. value satisfaction
  - e. customer loyalty
5. Customer satisfaction depends on the product's perceived value relative to the buyer's \_\_\_\_\_.
  - a. cost of obtaining the product
  - b. expectations
  - c. cost of competing products
  - d. cost of the lost experience
  - e. all of the above
6. The five alternative concepts under which organisations conduct their marketing activities include the production, \_\_\_\_\_, selling, marketing and societal marketing concepts.
  - a. promotion
  - b. pricing
  - c. distribution
  - d. product
  - e. demarketing

7. The societal marketing concept seeks to establish a balance between consumer short-run wants and society's \_\_\_\_\_.
  - a. short-run costs and profits
  - b. short-run ethics
  - c. long-run welfare
  - d. health
  - e. value propositions
8. Experience has taught us that the key to building lasting customer relationships is to create superior customer value and \_\_\_\_\_.
  - a. satisfaction
  - b. great service
  - c. competitive prices
  - d. long-term relationships
  - e. short-term relationships
9. According to the societal marketing concept, in setting their marketing strategies, businesses should balance \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
  - a. customer satisfaction; competitor actions; product offerings
  - b. price; promotion; packaging
  - c. customer needs; customer wants; customer demands
  - d. customers; suppliers; employees
  - e. profits; consumer wants; society's interests
10. The marketing mix includes \_\_\_\_\_.
  - a. product
  - b. price
  - c. promotion
  - d. place
  - e. all of the above
11. For the past two years, Ben Fourie has wanted to buy a new car. Now that he has finally graduated from university and taken a well-paid job, he has the buying power to purchase the silver Mercedes-Benz he has dreamed about. Ben's want now has become a \_\_\_\_\_.
  - a. need
  - b. necessity
  - c. demand
  - d. satisfier
  - e. none of the above
12. After surveying all 3 500 customers by e-mail, Game Stores learnt that its customers favour high-quality, performance, and innovative features. The customers of Game were surveyed about \_\_\_\_\_.
  - a. product concept
  - b. production concept
  - c. customer satisfaction
  - d. marketing concept
  - e. promotion concept

13. Betsie recently purchased a new hand lotion. In analysing the product's perceived performance against her expectations, Betsie was measuring her level of \_\_\_\_\_.
- customer-perceived value
  - customer satisfaction
  - exchange
  - demand
  - customer lifetime value
14. Your new employer has asked you, as a new marketing graduate, to develop a group of potential customers who might respond in a similar way to a given set of marketing efforts. You have been asked to develop a \_\_\_\_\_.
- target market
  - market segment
  - market
  - gold mine
  - undefined niche
15. Your business is attempting to divide up the total market to determine the best segments it can serve. Which is the correct order of doing so?
- market segmentation, target marketing, market positioning
  - target marketing, market positioning, market segmentation
  - market positioning, market segmentation, target marketing
  - market segmentation, market positioning, target marketing
  - mass marketing, demographic segmentation, psychographic segmentation

**QUESTION 2: TRUE/FALSE**

**(5X2=10)**

Choose the correct answer and use the answer sheet provided to answer the following multiple choice questions. Each question only has ONE correct answer. Two (2) marks shall be awarded for each correct answer.

- 2.1 The marketing mix consists of product, price, place, positioning and promotion.
- 2.2 A business with many low-margin customers may seek to develop full partnerships with them; a business with few high-margin customers may seek to develop basic relationships with them.
- 2.3 The online domain that is initiated by business and targeted to consumers is called C2B marketing.
- 2.4 The online domain that specifically matches business suppliers with business customers is B2B.
- 2.5 Businesses want not only to create profitable customers, but also to "own" them for life, capture their lifetime value and earn a greater share of their purchases.

**SECTION B: DESCRIPTIVE QUESTIONS****[75]**

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

**QUESTION 1** **(21)**

- 1.1 The Marketing Information System often consists of three (3) separate components. Name and describe each of these components. (9)
- 1.2 Name the four (4) basic steps in the marketing research process. (4)
- 1.3 Name and discuss the four (4) research approaches. (8)

**QUESTION 2** **(10)**

- 2.1 Identify and briefly describe how organisations can react to the marketing environment. (6)
- 2.2 Publics form part of a company's external environment. Name four (4) groups of publics that has an actual or potential interest in or impact on a company's ability to achieve its objectives. (4)

**QUESTION 3** **(14)**

- 3.1 Name and briefly describe three key approaches a company can follow to enter international markets. (6)
- 3.2 Complete question 3.2 by providing the answers to the blank spaces below regarding the various product strategies that companies can follow once they decide to adapt their marketing mixes to international markets. (4)

	Don't change product	Adapt product	Develop new product
Don't change communications	1.1	1.3	Product invention
Adapt communications	1.2	1.4	

- 3.3 Differentiate between compensation trade and counter-purchase. (4)

**SIR JUICE CASE STUDY AND QUESTIONS**

Read the following case study, and answer the Questions that follow.



Sir Juice (<http://www.sirjuice.co.za/>) is a South African based lucrative company with products distributed and manufactured nationally. Their products can be found at most top restaurants, hotels, coffee shops and even several retailers. Sir Juice's current fruit juice product range includes 14 kinds of fruit juices and is packaged in a variety of sizes. Sir Juice's strategy focuses on targeting new distribution channels in the form of delivery, providing an even larger product range and keeping abreast of modern technology. Furthermore, Sir Juice target market are customers born between 1977 and 2000 and are comfortable with technology. The changing consumer trends to live healthier and avoid any kind of sugar can be a potential threat to Sir Juice because consumers demand more sugar-free juices. Because Sir Juice's marketing function cannot expand further on health issues, nor does their current fruit juice product range be marketed adequately among consumers, it causes inadequate control problems in stock. Sir Juice's strong financial position may count in their favor during the standing economic recession during which other competitors may arise. Competitors with better prices can count against Sir Juice because Sir Juice is asking for more expensive fruit juice prices. Sir Juice products pricing strategy is based on what markets can pay but does not consider actual costs. Sir Juice has decided to differentiate their product range by launching a new project. The project they have in mind is to add a whole new product line to the company's existing product ranges. The new product range expansion project includes the production of bottled water.

4.1 Describe strengths, weaknesses, opportunities and threats. (8)

4.2 Identify two (2) strengths, weaknesses, opportunities and threats from the Sir Juice case study. (8)

4.3 Identify how Sir Juice will adapt their marketing mixes for international markets if they want to enter the Namibian market where there are no cultural differences? (2)

4.4 Identify which generation of customers in the demographic environment does Sir Juice target? (2)

**QUESTION 5****(10)**

Describe the following terms. Motivate your answer by means of examples.

5.1 Complex buying behavior (2)

5.2 Dissonance-reducing buying behavior (2)

5.3 Habitual-buying behavior (2)

5.4 Post-purchase dissonance (2)

5.5 Variety-seeking buying behavior (2)

**ANSWER SHEET FOR SECTION A**

**STUDENT NUMBER:** \_\_\_\_\_

**Question 1**

**(15 x 1 = 15 Marks)**

	A	B	C	D	E
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

**Question 2**

**(5 X 2 = 10 MARKS)**

	TRUE	FALSE
2.1		
2.2		
2.3		
2.4		
2.5		