



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07MARB	LEVEL: 7
COURSE CODE: MKM711S	COURSE NAME: MARKETING MANAGEMENT
SESSION: JUNE 2022	PAPER: FIRST OPPORTUNITY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
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MODERATOR:	MR. STEWART LUWIZHI

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering.3. Number the answers clearly4. Write as legible as possible, and as precise as possible5. Indicate your class lecturer's name on your answer sheet

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

SECTION A: DESCRIPTIVE QUESTIONS **[50 marks]**

Answer the questions in the examination booklet provided.

QUESTION 1 **[3 marks]**

Define commercialization and briefly describe two important issues on which the company must decide during this stage.

QUESTION 2 **[11 marks]**

- 2.1 What can a company learn from test marketing? (2)
2.2 Identify and briefly describe the approaches to test marketing. Motivate your answer by means of using examples. (9)

QUESTION 3 **[10 marks]**

Define the concept strategic planning and discuss the steps involved. (10)

QUESTION 4 **[17 marks]**

- 4.1 Describe the meaning of business portfolio planning and the steps involved in business portfolio planning? (6)
4.2 Discuss how a company might use the Boston Consulting Group (BCG) approach for product portfolio planning. (6)
4.3 The BCG is a useful approach to evaluate current businesses. Describe a tool that a firm could use to identify future growth opportunities. (5)

QUESTION 5 **[9 marks]**

- 5.1 Define the concept marketing strategy (1)
5.2 Discuss the steps (process) in formulating a marketing strategy (8)

SECTION B: APPLICATION QUESTIONS **[50 marks]**

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

Virgin America

After flying for only a few years, Virgin America became an award-winning airline that passengers adore *and* that can make money. It is not unusual for the company to receive e-mails from customers saying they wished their flights lasted longer! Virgin America set out to reinvent the entire travel experience, starting with an easy-to-use and friendly Web site and check-in. In flight, passengers revel in Wi-Fi, spacious leather seats, mood lighting, and in-seat food and beverage ordering through touch-screen panels. Some passengers remark that Virgin America is like “flying in an iPod or nightclub.” The brand is seeking to be positioned as “an established player featuring discount pricing and a hip, stylish customer experience for travellers.” Without a national TV ad campaign, Virgin America has relied on PR, word of mouth, social media, and exemplary customer service to create that customer experience and build the brand. To get customers more involved with the brand, Virgin America launched a digital marketing campaign offering the opportunity to upload a photo to Instagram from the flight. By tweeting the company’s Twitter account, travellers can also upload their photo onto Virgin America’s Times Square billboard or share it via their own social media accounts.

QUESTION 6 **[6 marks]**

Describe the three ingredients of customer-based brand equity and apply it to Virgin America.

QUESTION 7 **[12 marks]**

The creation of significant brand equity involves reaching the top or pinnacle of the brand pyramid. Advise Virgin America about the six components of the brand resonance pyramid?

QUESTION 8**[10 marks]**

The concept of adopter categories originates from a classification scheme that indicates where consumers stand in relation to other consumers in terms of their time of purchase of a product or service. Identify and briefly explain the different adopter categories to Virgin America.

QUESTION 9**[8 marks]**

Virgin America believes that it is important to examine the company's or business unit's marketing environment through marketing auditing. Describe the characteristics of marketing audit to Virgin America.

QUESTION 10**[14 marks]**

- 10.1 Identify the link between marketing planning and implementation (2)
- 10.2 Advise Virgin America about the elements of marketing implementation. Motivate your answer with practical examples from the case study (12)



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