



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

**DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION:</b> BACHELOR OF MARKETING	
<b>QUALIFICATION CODE:</b> 07MARB	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> MKM711S	<b>COURSE NAME:</b> MARKETING MANAGEMENT
<b>SESSION:</b> JULY 2022	<b>PAPER:</b> SECOND OPPORTUNITY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MS. B.M. VAN NIEKERK (FT) DR. S. KAUPA (PT) MR. D. HLAHLA (DISTANCE)
<b>MODERATOR:</b>	MR. STEWART LUWIZHI

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li><li>4. Write as legible as possible, and as precise as possible</li><li>5. Indicate your class lecturer's name on your answer sheet</li></ol>

**THIS QUESTION PAPER CONSISTS OF \_3\_ PAGES (Including this front page)**



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

Choose the correct answer and use the examination booklet provided to answer the following questions.

**QUESTION 1** **[6 marks]**

Explain why the four Ps concept of the marketing mix takes a seller's view of the market, not the buyer's view. How should marketers consider the buyer's view?

**QUESTION 2** **[12 marks]**

The creation of significant brand equity involves reaching the top or pinnacle of the brand pyramid. Discuss the six components of the brand resonance pyramid?

**QUESTION 3** **[14 marks]**

Advertising agency Young and Rubicam (Y&R) developed a model of brand equity called Brand Asset Valuator (BAV). What is the intent of the BAV model? List and briefly characterize the four key components (pillars) of brand equity.

**QUESTION 4** **(6 marks)**

Identify and briefly discuss the three (3) ways of measuring brand equity

**QUESTION 5** **(12 marks)**

5.1 Differentiate between the diffusion process and the adoption process (2)

5.2 Outline and briefly discuss the stages in the adoption process (10)

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

**Read the following Starbucks Case Study and answer the questions that follow.**

Starbucks Coffee Company is one of the World's best-known coffee brands offering coffee lovers a diverse range of coffee, espresso drinks and bakery items. Starbucks's strategy focuses on targeting new distribution channels in the form of delivery, providing an even bigger product range and keeping abreast of modern technology. The changing consumer trends to live healthier and avoid caffeine is worrisome to Starbucks because consumers demand more caffeine-free coffee. Since Starbucks's marketing function cannot expand further on health issues, and their caffeine-free coffee is not marketed well enough amongst consumers, it causes insufficient control problems for the caffeine-free coffee supply. Starbucks should consider using different forms of promotions where they go where their market is to boost sales. Starbucks Coffee Company's strong financial position can count in their favor during the standing economic recession in which competition from other coffee shops can arise. Competition with better prices can count against Starbucks because Starbucks is more expensive due to quality coffee. Otherwise, Starbucks feels that their good corporate image can eliminate any weaknesses and threats.

**QUESTION 6** **[16 marks]**

Managing the marketing efforts of a company requires a marketing analysis – SWOT Analysis. Perform a comprehensive SWOT Analysis on Starbucks and provide relevant examples from the case study.

**QUESTION 7** **[10 marks]**

The BCG is a useful approach to evaluate the current business of Starbucks. Explain a tool that a firm could use to identify future growth opportunities for Starbucks

**QUESTION 8** **(8 marks)**



Describe the approaches to marketing implementation that Starbucks can use `

(8)

**QUESTION 9**

**(16 marks)**

Explain to Starbucks the types of marketing control



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