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SUBJECT:	<b>Marketing</b>
PAPER NUMBER:	I
DATE:	3 <sup>rd</sup> May 2023
TIME:	9:00 a.m. to 12:05 p.m.

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### SECTION A

**Answer ALL questions in this section.**

**This section carries 50 marks.**

1. List the **FIVE** marketing management orientations. (5)
2. List and briefly describe **THREE** forces in the macroenvironment of a company. (6)
3. Explain what an internal database is. (4)
4. Define causal marketing research and provide an example. (5)
5. Explain what evaluation of alternatives refers to in the consumer buying process. (5)
6. What is an undifferentiated marketing strategy? (4)
7. Explain what is meant by captive product pricing. (5)
8. Mention **THREE** benefits of direct marketing to sellers. (6)
9. List and briefly describe **THREE** elements in the communication process. (6)
10. Mention and briefly describe **ONE** organised movement to promote sustainable marketing. (4)

**(Total: 50 marks)**

### SECTION B

**Answer TWO questions from this section. This section carries 50 marks.**

**All questions carry equal marks.**

11. a) List and briefly describe the stages of the product life cycle. (10)
- b) A company manufacturing smartphones is planning to introduce a new smartphone model on the market. Discuss how **each** stage of the product life cycle may affect the company's marketing strategies at that stage. (15)

**(Total: 25 marks)**

12. a) Explain what wholesaling is and describe the major types of wholesalers. (15)
- b) Discuss **FIVE** ways how wholesalers can be of value to a manufacturer producing white goods, such as washing machines or dishwashers. (10)

**(Total: 25 marks)**

13. a) Mention and describe the **THREE** main ways in which a company may enter a foreign market. (12)
- b) A small family-run business producing traditional, local jewellery is thinking of selling its products overseas. Which of the **THREE** main ways mentioned in 13(a) above would be more suitable for this business? Discuss. (13)

**(Total: 25 marks)**



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SUBJECT:	<b>Marketing</b>
PAPER NUMBER:	II
DATE:	3 <sup>rd</sup> May 2023
TIME:	4:00 p.m. to 7:05 p.m.

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Answer **ALL** questions in Section A and any **TWO** questions from Section B.

**SECTION A**

**This section carries 50 marks.**

**Case Study: Apple – always seeking to be creative and innovative**

Apple Inc. (Apple) has always been renowned for its creativity and innovation in developing ground-breaking premium quality products and services and turning their launch into highly anticipated global streamlined events. Strategically located Apple stores with their appealing visual layout offer an experience like no other with professional staff at hand providing product-specific information. All this, together with a savvy strategy backing its distinct and globally recognisable logo, has contributed to developing a brand loyalty where consumers are willing to queue up for hours to be the first to buy the latest trendy offering. Whether it's the latest iPhone, iPad, Apple smartwatch or Macintosh personal computer (Mac) you are after, Apple knows that its communications mix plays an important role in promoting its products through different channels to reach its target customers.

Apple has been using the power of advertising since 1984 with the successful launch of the Mac followed by several other popular adverts including the 'Think Different' campaign in 1997. In 2019 Apple released a 3-minute advert called 'Apple at Work–The Underdogs', which uniquely showcased a plethora of its products. This went viral and gained huge popularity for both its characters and plot. A 7-minute advert followed in 2020 spurred by the global pandemic on the working from home theme and in March 2022, Apple released a 9-minute advert which showcased four workers starting their own company and showing the benefits of using Apple's myriad of products and services in a subtle way. This long form advertising with an ongoing narrative reflected the changing times we live in and was more daring than the traditional 15, 30 or 60-second spots consumed passively during prime-time television.

With an estimated global expenditure of around US \$2 billion, advertising has always played a pivotal role in Apple's strategy of building its brand image of being one of the most innovative companies in the world. Apple's approach to advertising always centred on storytelling through video and expressing their brand in minimalist ways. With the primary channels being online digital advertising networks, websites, as well as print media and billboards.

The key principles of Apple's marketing strategy are to utilise the power of simplicity, offer an immersive product ecosystem, and foster a community of evangelists to generate word-of-mouth exposure. Apple aims at providing the ultimate shopping experience, where besides the in-store adventure, even opening a new Apple product with its meticulous design and unique packaging is memorable. All this has enabled the company to follow a premier pricing strategy and build its iconic brand organically.

***Passage continues on next page.***

Sales promotion usually happens at Apple Store locations and authorized reseller locations. Some locations offer old models at discounted prices when bundled with larger or more expensive products like new Macs or trade-ins to upgrade to newer models. However, in line with its pricing strategy, Apple products are never promoted on sale or as part of a limited-time offer.

Apple corporate events, leaks of new product features, press releases, and exclusive interviews are carefully executed to maximise positive publicity. The company also has various public-relations initiatives focused on education and corporate social responsibility.

Product placement in media and films is a staple of Apple's general promotional strategy. However, sponsorships are less frequent due to having less overall control.

Apple uses its own website and blogs for marketing purposes, however, it does not use social media platforms like other companies. While it does have a Facebook page with millions of followers, it is not really that active. Apple prefers to use affiliate marketing and let its partners and other digital content providers drive social media. Most of Apple's adverts are on YouTube and Twitter. On the other hand, Apple's CEO is quite visible and active in promoting thought leadership via social media which reflects positively on the company.

By making an emotional connection with the target audience through the various channels of the communications mix, Apple has managed to enhance its premium brand and image, as well as the corresponding consumer perception that the company is a leading and innovative technology service provider of high quality and high value products.

*Compiled and adapted from various sources including "Apple Inc.'s Marketing Mix" by Roberta Greenspan, July 2022; www.apple.com; and international press coverage.*

### Answer ALL questions

- Advertising has been defined as paid, non-personal communication through various media by business firms.
  - Briefly explain the **THREE** primary objectives of advertising. (9)
  - Advertising seeks to get customers to think or react to a product or company in a certain way. Is Apple achieving this with its longer form of adverts? Give reasons for your answer. (6)
- Apart from advertising, name **FOUR** other promotional tools mentioned in the case study and briefly explain what they are and how Apple uses them. (16)
- What does iconic brand mean? Do you agree that Apple is an iconic brand? Support your answer with evidence from the case study. (7)
- How does Apple's promotional strategy complement the other elements of the Marketing mix? Support your answer with evidence from the case study. (12)

**(Total: 50 marks)**

**SECTION B**

**Answer TWO questions from this section. This section carries 50 marks. All questions carry equal marks (25 marks each).**

5. (a) Outline and briefly explain the **THREE** main pricing strategies companies may apply. (17)
- (b) You are about to launch a new electronics product in the marketplace and setting the price is critical. Explain the **TWO** broad strategies you can choose from. (8)

**(Total 25 marks)**

6. Marketing research is the systematic design, collection, analysis and reporting of data relevant to a specific marketing situation faced by an organisation and is used in a wide variety of situations.
- (a) Why is marketing research important? (7)
- (b) Explain the main stages of the marketing research process. (12)
- (c) Briefly explain **THREE** practical situations where companies carry out specific marketing research. (6)

**(Total 25 marks)**

7. A manufacturing company has designed a new product and needs to purchase specific material from a new supplier. Using a practical example of your choice, outline and explain the business buying process in this situation. (25)

**(Total 25 marks)**