UNIVERSITY OF KWAZULU-NATAL, PIETERMARITZBURG
SCHOOL OF MANAGEMENT, POSTGRADUATE PROGRAMMES
EXAMINATIONS: NOVEMBER 2008
COURSE: Post Graduate Diploma in Marketing Management
MODULE: Marketing Management B
CODE: MARK6KO

DURATION: THREE (3) HOURS

TOTAL MARKS (120)

Prof D Vigar-Ellis
Internal Examiners: Ms L Ellis
Dr M Phiri

External Examiner: Ms L Garden

NB:
STUDENTS ARE REQUESTED IN THEIR OWN INTEREST TO WRITE
LEGIBLY AND IN INK.

INSTRUCTIONS:

1. COMPLETE ALL 3 SECTIONS.

2. ANSWER EACH SECTION IN A SEPARATE BOOK

3. ENSURE THAT YOUR STUDENT NUMBER APPEARS ON EACH ANSWER
   BOOK/SHEET IN THE SPACE PROVIDED

4. ALL EXAMINATION QUESTION PAPERS ARE TO BE HANDED IN WITH THE
   ANSWER BOOK(S)

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES (INCLUDING THIS COVER
PAGE). PLEASE ENSURE THAT YOU HAVE ALL OF THEM.

- 1 -
Section A: Global Marketing
Answer 2 questions from this section.

Question 1
"The marketer's task is the same whether applied in Soweto, South Africa or Birmingham, England." Discuss this statement.  
(20 marks)

Question 2
"Cultures are Different, not right or wrong." Discuss this statement in relation to the international marketer.  
(20 marks)

Question 3
Briefly describe various combinations of product-communication strategies available to global marketers. When is it appropriate to use each?  
(20 marks)

Section B: Marketing in Non Profit Organisations
Answer 2 questions from this section. Answer in a separate book.

Question 1
'Promotion is not the only element of the marketing mix that can communicate with customers. All seven elements of the services mix have the capacity to communicate with the customer.' Discuss this statement using a non-profit organisation of your choice.  
(20 marks)

Question 2
Using a non-profit organisation of your choice, suggest how marketing could be used to improve customer and donor satisfaction.  
(20 marks)

Question 3
A symphony orchestra is looking for more revenue. Discuss the various options available using Ansoff's matrix (Product/Market Grid).  
(20 marks)
Section C: Brand Management

Answer 2 questions from this section. Answer in a separate book.

Question 1
Retailers have Brand Images that influence consumers and must be carefully constructed and maintained. Discuss how New Brand Associations contribute to the profitability of the organisation.

(20 marks)

Question 2
The Consumer Based Brand Equity Model (CBBE) maintains that building a strong brand involves a series of logical steps. List and discuss these steps and show how they can help create breadth and depth of brand awareness among customers.

(20 marks)

Question 3
As a Marketing Manager of a highly successful retail outlet, discuss the different sources of Brand Equity in your organisation.

(20 marks)

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