UNIVERSITY OF KWAZULU-NATAL, PIETERMARITZBURG
SCHOOL OF MANAGEMENT, IT AND GOVERNANCE
BACHELOR OF BUSINESS ADMINISTRATION
MAIN EXAMINATION: JUNE 2014

COURSE: BBA
MODULE: MARKETING MANAGEMENT 301
CODE: BBAP3MK

DURATION: THREE (3) HOURS
TOTAL MARKS (150)

Mr S.S. Soni
Internal Examiners:
Mr N. Chiweshe

External Examiner: Miss L. Ellis

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

INSTRUCTIONS:

1. THIS EXAM HAS THREE SECTIONS SECTION A, B & C

2. ANSWER THREE (3) QUESTIONS: ONE (1) FROM SECTION A (1) FROM
SECTION B AND (1) FROM SECTION C

3. ANSWER SECTION A, B & C IN SEPARATE ANSWER BOOKS

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

5. 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.
SECTION A

1. Explain how you will go about developing a customer relationship marketing strategy for a producer of motor car engine parts marketing to a popular producer of motor cars. Explain the key areas that you will place emphasis on. Use examples to illustrate your answer. You may make any relevant assumptions in answering the question. [50]

2. Explain the following buying situations in the context of organizational purchase types/buying: new task, straight rebuy and modified rebuy. For each of these purchase types/buying situations, discuss how marketing will take place and the marketing approach that should be used if the marketer is an in-supplier or an out-supplier. Use many examples to support your answer. You may make any relevant assumptions in answering the question.[50]
SECTION B

3. With the aid of examples, explain what corporate advertising is and discuss the related merits and demerits of using corporate advertising. [50]

4. Discuss the various factors that have led to organisations shifting more of their marketing communications budget to sales promotion. [50]

SECTION C

5. For a service failure of your choice, discuss the customer service recovery expectations. [50]

6. For a service industry of your choice, critically discuss the service quality dimensions. [50]