



SUBJECT:	Marketing
PAPER NUMBER:	I
DATE:	29 th August 2024
TIME:	9:00 a.m. to 12:05 p.m.

Section A

Answer ALL questions in this section. This section carries 50 marks.

1. Distinguish between customer needs and wants. Provide an example of **each**. (6)
2. What is a sample in marketing research? (4)
3. Define consumer complex buying behaviour and provide an example. (5)
4. Briefly explain the difference between a product line and a product mix. (6)
5. Name and briefly describe any **TWO** stages in the new product development process. (6)
6. Explain what is a horizontal marketing channel. (5)
7. Distinguish between the growth stage and the maturity stage in the product life-cycle. (4)
8. Explain what is meant by consumer-to-consumer (C-to-C) online marketing and provide an example. (5)
9. Briefly explain what is joint venturing. (4)
10. Define societal marketing. (5)

(Total: 50 marks)

Section B

Answer TWO questions from this section. This section carries 50 marks. All questions carry equal marks.

11. A local technology company is aiming to expand into international markets. Before making any decisions regarding market entry, the company must segment international markets by countries.
 - a) Describe the segmentation variables that companies consider when segmenting markets by country. (16)
 - b) Discuss **TWO** challenges and **TWO** opportunities that this local technology company may encounter while segmenting international markets. (9)

(Total: 25 marks)

12. The marketing manager of a chain of restaurants specialising in casual dining is considering different pricing adjustments to accommodate various types of customers and situations.
 - a) Discuss **FOUR** price adjustment strategies that this manager could use. (16)
 - b) Discuss potential benefits and challenges the company might encounter in implementing these price adjustments. (9)

(Total: 25 marks)

13. a) Define the concept of Integrated Marketing Communication (IMC) and discuss its importance in contemporary marketing strategies. (10)
- b) Choose **THREE** elements from the IMC mix and discuss how a company of your choice can use them in a campaign to launch a new product. (15)

(Total: 25 marks)



SUBJECT:	Marketing
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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: Intel - Marketing Strategy is key

Intel Corporation is a global leader in semiconductor manufacturing. Through its innovative products and strategic marketing efforts, it has established a strong presence in the technology industry. Marketing has played a crucial role in driving brand awareness, promoting its products, and maintaining its market position.

Intel's target audience is diverse. In general, it addresses individuals and organizations with an interest in technology and innovation, however, this ranges from professionals in the tech industry to consumers interested in the latest advancements. This includes software developers, hardware engineers, data scientists, and IT professionals who use Intel's products and technologies to create and maintain cutting-edge solutions.

Targeting such a wide audience requires consideration of specific needs, pain points, and interests of each segment. This necessitates tailoring messaging and content to showcase how Intel's products and technologies can provide solutions to specific concerns. Creating informative articles, blog posts, videos, webinars, leveraging social media, tech forums, industry events, and partnerships, all help to effectively reach and engage with such a diverse audience. Its role in driving technological advancements and powering the future also reflects positively on the brand.

Intel narrows down its large and varied target audience into specific groups, from heterogeneous to homogeneous, to understand the buying behaviours of customers. As a result, Intel primarily carries out its segmentation based on demographic and psychographic factors.

An undifferentiated targeting strategy is used by Intel to reach these segments as most of its products are standardized and available worldwide. Intel's target audience is anyone and everyone searching for a new computer. Intel is known mainly for its processors and chips, and so the company positions its products and services based on the product's usage and benefits.

At the core of Intel's branding strategy is a focus on technological excellence. The company has positioned itself and built a reputation for producing high-performance processors and delivering cutting-edge solutions. The brand is further enhanced through participation in thought leadership initiatives such as publishing research papers and collaborating with industry experts, which reinforce its industry influence and solidify its position as a leader in the sector. Furthermore, Intel's iconic logo is immediately associated with the brand and has contributed to establishing a strong identity that is synonymous with technological innovation and reliability.

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Over the years, Intel has also successfully carried out various marketing campaigns which together with its strong digital presence have played a significant part in promoting the brand and establishing itself in the market. Campaigns have always connected with the audience leading to its massive brand recall today.

As a listed company with many stakeholders, Intel is aware of the importance of having a good reputation and portraying a corporate image based on sound values. Diverse stakeholders in the company's microenvironment are focused on the company in different ways, however, corporate social responsibility and sustainable marketing practices are important to everyone. Intel publishes an annual Corporate Responsibility Report that showcases its core values, staff involvement in the community, supply chain responsibility, and a strong commitment to sustainability with clear operational goals aimed at reducing the environmental impact and addressing climate change.

Intel faces strong competition in all areas of its business. TSMC is the leader in producing microchips using advanced technologies, AMD is the main rival in the microprocessor market especially for desktops, laptops, and servers, while Nvidia is the leader in the graphics processing unit (GPU) market, which is used for gaming, artificial intelligence, and cloud computing. Samsung is another major competitor as it is a diversified conglomerate producing various tech products and very active in the semiconductor market and Qualcomm is the leader in wireless technology.

Intel's use of marketing has successfully evolved over the years and kept up with the times. To remain relevant in this fast-changing and highly competitive market, besides technological innovation, Intel's marketing strategy will also have to play a crucially important role.

Compiled and adapted from various sources including "Intel Marketing Strategy: Driving Technological Advancement", K. Urrutia (2024); "Intel's Marketing Strategy", A. Shastri (2021); Intel's Annual Report 2023; Intel's Corporate Responsibility Report 2022-23; www.intel.com; and international press coverage.

Answer ALL questions

1. In the case study, reference is made to two segmentation variables which Intel is primarily focused on. Mention and briefly explain **each** of these. (12)
2. In the case study, reference is made to market targeting and positioning. What is meant by these **TWO** terms? Briefly explain what Intel is doing to position itself in the market. (10)
3. "Diverse stakeholders in the company's microenvironment will be focused on the company in different ways, however, corporate social responsibility and sustainable marketing practices are important to everyone".
 - a) Briefly explain what is meant by Sustainable Marketing. (2)
 - b) Explain what is meant by the company's microenvironment and how this differs from the macroenvironment. (6)
 - c) Mention **FOUR** of Intel's stakeholders and explain why Corporate Social Responsibility and Sustainable Marketing practices are important. (12)
4. What does branding mean? What initiatives by Intel also contribute to strengthening its brand? Support your answer with examples from the case study. (8)

(Total: 50 marks)

SECTION B

Answer TWO questions from this section. This section carries 50 marks. All questions carry equal marks.

5. Marketing research is an important tool that organisations use to take informed strategic decisions.

a) Define marketing research. (3)

b) Explain the main stages of the marketing research process. (12)

c) If you are assessing the feasibility of opening a new electronics store in your locality, what specific marketing research would you carry out? (10)

(Total 25 marks)

6. a) What is the role of a professional salesperson within the marketing process? (4)

b) Explain the steps of the personal selling process and apply them to a situation where a consumer is buying a car. (21)

(Total 25 marks)

7. Business at a general convenience store in your area is rather slow and you have been asked to help promote it online. With the aim of generating more business, explain how you would go about creating and establishing an online presence for this convenience store. (25)

(Total 25 marks)