



**MANICALAND STATE UNIVERSITY
OF
APPLIED SCIENCES**

FACULTY OF AGRIBUSINESS AND COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

PRINCIPLES OF MARKETING

MODULE CODE: MARK 101

SESSIONAL EXAMINATIONS

SEPT/OCT 2021

DURATION: 3 HOURS

EXAMINER: MR F MAKUDZA

INSTRUCTIONS

- 1. Answer all questions in Section A and any three questions in Section B.*
- 2. Section A carries 40 marks whilst Section B carries 60 marks.*
- 3. Total marks 100.*
- 4. Credit will be given for appropriate use of examples.*

SECTION A: COMPULSORY

(Answer all questions in this section. Section A carries 40 marks)

Question 1.

CASE ANALYSIS: Probrands' brand extension strategy

ProBrands Beverages emerged in 2013 as a brand extension strategy of Probrands (the parent brand). ProBrands Beverages is responsible for the manufacturing and distribution of ProBrands Bally House Crush and ProBrands Bally House Cordials. Following the 2013 launch, ProBrands Bally House products got quickly to the customers' top share of mind owing to high brand positioning of the parent brand.

Although the company has managed to grow and stay afloat in a volatile business environment, several issues pertaining to customer satisfaction have raised concerns. The Industrial Psychology Consultants (IPC) (2017) noted in a survey that customers of ProBrands Bally House range had a relatively lower satisfaction index of 0.62 which showed mediocrity in satisfaction. Independent reports such as the Customer Eye (CE) (2016) and (2017) showed increased rate of customer complaints about the image of Bally House as compared to Mazoe, a Schweppes Zimbabwe flagship brand. In the CE (2016) report, the image of ProBrands was distorted because of the failed brand extension of a product called ProBrands Cereal. Customers were drawn to criticize the quality of all other ProBrands products including Bally House.

The company aims at using sales promotions and advertising to fight off competition and make the beverages known to most Zimbabweans. However, their lower prices (due to several promotions) make the Bally House seems inferior as compared to other big players in the market as other customers question the quality

of the product, hence the declining of sales for the ProBrands Bally House range. Although the parent brand experience is not criticised in many customer feedbacks, the extent to which ProBrands has flooded the market with the Bally House range of beverages raised customer queries on brand extension fit. ProBrands is now a brand in many product ranges and that affect the way customers view the beverage unit and all its associated products.

Source: *Adapted from Dube and Makudza (2019)*

Required;

- a) Write brief notes on the following terms:
- i. Brand (3 Marks)
 - ii. Brand extension (3 Marks)
 - iii. Sales promotion (3 Marks)
 - iv. Brand positioning (3 Marks)
- b) *The Customer Eye (CE) (2016) and (2017) reports showed increased rate of customer complaints about the image of Balley House as compared to Mazoe.* Suggest possible public relations and publicity tactics to enhance the image of Balley House. (5 Marks)
- c) Debate the advantages and disadvantages of the Probrands' brand extension strategy on market performance of Probrands Bally House range. (8 Marks)
- e) Discuss logical and effective marketing strategies that can enhance the performance of Probrands Balley House without the need to lower prices. (15 Marks)

[Total 40 Marks]

SECTION B

(Answer any 3 questions from this section. Each question carries 20 marks)

Question 2

- a) Demonstrate your understanding of the production orientation/ philosophy.
(8 Marks)
- b) With the aid of real-life examples, discuss the key functions of product labelling.
(12 Marks)

[Total 20 Marks]

Question 3

Using practical and relevant examples, discuss the various sales promotion strategies that are applicable to a company which operates in a business to consumer market.

[20 Marks]

Question 4

Your company has developed a new brand of bottled water called Mutare Dew Drop. The product is about to be introduced into the market with an influx of other well established competing brands.

- a) Identify and justify the logical market entry pricing strategy for Mutare Dew Drop.
(5 Marks)
- b) Identify and justify the level of market coverage distribution strategy which suits Mutare Dew Drop.
(5 Marks)
- c) With references to the key characteristics of a good brand name, debate the relevance of Mutare Dew Drop as a good brand name for a bottled water

brand.

(10 Marks)

[Total 20 Marks]

Question 5

You have recently been appointed the Marketing Manager for Manicaland State University of Applied Sciences (MSUAS). Upon assumption of duty, you realized that brand awareness level for the institution is poor and student attraction strategy was seemingly ineffective.

Guided by the product life cycle model, suggest practical and logical marketing strategies to address the problem of low brand visibility of your institution.

[20 Marks]

Question 6

You have been hired as Private Marketing Consultant to conduct a market research to establish the cause of high customer complaints. Draft a presentation which highlights the key elements of the marketing research process that you propose to follow.

[20 Marks]

END OF EXAM