



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: APPLIED BUSINESS SCIENCES

MODULE: PRINCIPLES OF MARKETING

CODE: MARK 101

SESSIONAL EXAMINATIONS

NOV/DEC 2023

DURATION: 3 HOURS

EXAMINER: MR M SITHOLE

INSTRUCTIONS

1. Answer *All* questions in Section A
2. Answer *any three* questions in Section B.
3. Start a new question on a fresh page
4. Total marks 100
5. Credit will be given for appropriate use of examples

Additional material(s): None.

SECTION A: COMPULSORY

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

QUESTION 1

Read the following case study and answer the questions that follow:

Google's (Alphabet's) Mission

Founded in 1998 as an internet search engine, Google's mission statement remains the same to this day: to "organize the world's information and make it universally accessible and useful." Google is certainly successful, with revenues growing from \$3.2 billion in 2002 to \$74.5 billion in 2015, 90 percent of which comes from advertisers. Google is expanding rapidly into other areas well beyond its search engine, such as self-driving cars, smart contact lenses that measure a person's blood sugar levels, internet-bearing balloons to create internet hotspots anywhere on earth, and even magnetic nanoparticles to search for disease within the human bloodstream. In fact, Google has innovated into so many diverse new ventures that it recently created a broader organization—a parent holding company called Alphabet—to contain them all. Google/Alphabet has been on a buying frenzy recently, purchasing security, biotech, and robotic companies in a quest to capitalize on the Internet of Things (IoT) phenomenon. Experts predict there will be 25 million connected devices in our homes and workplaces by 2020. Google recently announced its new IoT operating system, dubbed Brillo (after the Brillo scrubbing pad because it is a scrubbed-down version of its Android operating system), targeted to developers of smart products connected to the internet, such as ovens, thermostats, and even toothbrushes. It's also developed Weave, the corresponding IoT language that will allow smart products to speak to each other. Perhaps one day you will be sitting in your Google/Alphabet self-driving car, streaming the news, checking your blood

sugar, and cooling your home by turning down your thermostat on the way home from work.

Required

- a) With reference to the case, define the following terms:
- i. Mission statement [2 marks]
 - ii. Diversification [2 marks]
 - iii. Internet of Things (IoT) [2 marks]
 - iv. Social marketing [2 marks]
 - v. Innovation [2 marks]
- b) What is Google's mission statement? [2 marks]
- c) Based on the mission statement, create a vision statement for Google/Alphabet. [3 marks]
- d) How has Google/Alphabet innovated and diversified its products and services? [10 marks]
- e) Create a new mission statement for Google/Alphabet that will take it through the rest of this century. [5 marks]
- f) Discuss the importance of a mission statement to an organization such as Google/Alphabet. [10 marks]

[Total: 40 marks]

SECTION B

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

Question 2

Evaluate the environmental forces that affect an organization's ability to serve its customers. [20 marks]

Question 3

“There are many ways to segment a market, but not all segmentations are effective”. Based on this assertion, explain the requirements for effective segmentation giving examples. [20 marks]

Question 4

As a university student you have individual experiences with your institution. These may include managing the application process, enrolling, orientation, choosing a major, setting schedules and many more.

- a) Based on the above scenario, conduct a SWOT analysis for your institution from your own perspective. [10 marks]
- b) Discuss how your SWOT analysis in (a) above would provide strategic insight for future decisions at your university. [10 marks]

[Total marks 20]

Question 5

An organization can gain competitive advantage through differentiation. Appraise this statement [20 marks]

Question 6

Beverage Giant Coca-Cola faces several challenges as a result of an increase of consumer health awareness, the reduction of carbonated drinks in schools in many

regions, and newer, healthier drinks. The brand is having an especially difficult time getting through to teens. To increase sales, Coca-Cola attempted to make a personal connection with teens through a campaign called “Share a Coke.” The campaign was first launched in Australia in 2011, then introduced in the United States, and then spread across 70 countries until 2015. The soda maker also knows very well that it needs to target teens through social media and mobile phones. Through the #sharecoke hashtag, Coca-Cola achieved a phenomenal result, with 25 million extra Facebook followers and an increase of consumption by young consumers by 7 percent in 2015. However, the campaign was criticized by many; health experts, for instance, expressed their concern that Coca-Cola uses the internet and technology to push sugary drinks on teens that might lead to long-term consequences with regard to their diet and lifestyle.

Required

- a) Discuss how Coca-Cola expanded its teen customer base again. [5 marks]
- b) How can Coca-Cola prove that they are catering to teens responsibly? [15 marks]

[Total: 20 marks]

END OF EXAMINATION