INSTRUCTIONS

1. This is a supervised open-book examination. Course study guide, reference books, self-made notes, pens, pencils and erasers may be brought into the examination room.

2. You are allowed to use electronic devices for the purpose of referring to digital course materials and notes only. These devices must not be connected to the internet, Wi-Fi must be disabled and tablets must be in flight mode. They must not be used to type your exam responses.

3. Your reading time before the examination is 10 minutes. No writing may be undertaken during reading time.

4. Answer four (4) questions only from the six (6) questions offered. If there are multiple sub-questions to a question chosen, then be sure to answer each sub-question as instructed.

5. Answers must be in black or blue ink.

6. Please begin the answer to each question on a new page in the exam booklets provided and identify the question number you are answering when you do so.

7. Please ensure that you have written your name and other details on every exam booklet used.

8. This exam paper must be returned with your answer booklets at the conclusion of the examination. No materials are to be retained by candidates.

9. The exam contributes 40% towards your final grading in this course.
QUESTION 1 (Answer both parts)
You are a young marketing executive at ALCOA Inc. – a manufacturer of aluminum cans.

a) Using examples, explain how changes in each of the major forces in ALCOA’s global macro-environment could impact your decision-making when determining their overall marketing strategy.

b) How might any such macro-environment changes impact your advice on adequacy and support or development of ALCOA’s internal marketing environment?

QUESTION 2 (Answer both parts)
You are the newly appointed brand manager for Grooming Partner, an unscented deodorant shampoo aimed at Generation X members. Sales of this brand have been declining for quite some time and recent exploratory research conducted by the company suggests that your brand is no longer price competitive. From your study of marketing, you think that a reconsideration of the market segmentation used previously to better understand the target consumer might be the key to this dilemma.

a) From your own investigation of organisations similar to yours, you discover that many marketers of deodorants in those organisations sharpen their marketing strategy by adopting a multivariate demographic segmentation (i.e. combining two or more demographic variables) approach. Using examples, explain why and how such a segmentation approach might be used to inform strategy in attempting to resolve the sales decline.

b) What pricing strategy or strategies might work best with your suggested segmentation approach to recover this situation and why? Illustrate your argument with example(s).

QUESTION 3 (Answer each part)
Growing roses in household gardens is not easy. Angelica Nurseries has developed a rose bush that needs no spraying, pruning, or dusting and has prolific flowering.

What advice of direct relevance to this situation would you give Angelica Nurseries to develop brand recognition and sustain consumer loyalty for:

a) their new product;

b) their product range more generally; and

c) their corporate nursery brand?
QUESTION 4 (Answer both parts)

a) Define marketing channel management and what is meant by the inter-organisational context of channel management. Why is it important to view marketing channels as social systems as well as economic systems?

b) One key feature of integrated marketing communications (IMC) is that the IMC process should start with the customer. Does this remain the case for your newly released high-technology product that you expect to be disruptive to the market dynamics there before your product’s release? Why?

QUESTION 5

Many propose that e-marketing has resulted in dis-intermediation (i.e. the elimination of traditional intermediaries from distribution channels) providing great opportunities and sometimes disadvantages for both marketers and consumers. Discuss this proposition and those opportunities and disadvantages from the perspective of each of the marketer and the consumer.

QUESTION 6

Some say that to market across culture, whether in an international market or in a multi-cultural domestic market such as Australia, we must develop strategies informed by profiling that culture, whereas others argue that such profiling of culture behaviours is just wrong and that different methods must be more appropriately used.

Take a position either for or against profiling culture to inform cross-cultural marketing. State your position and argue, with examples, how you would either profile culture and use that information to inform strategy or explain what alternative approach you might use to inform development of your marketing strategy.

END OF EXAM