

MNM Trading is a company offering multiple services and products to a wide range of customers.

The phases in the evolution process of business and marketing management are characterized by different management concepts/philosophies. Discuss the four (4) alternative concepts/philosophies in the evolution of marketing and provide relevant practical examples for each concept/philosophy. (You will be awarded 4 marks for the theoretical discussion and 4 marks for the practical examples). (8)

A SWOT analysis is a useful instrument that can have a major effect on a business. Discuss the **different components of a SWOT analysis** and apply all the components to **MNM Trading** by developing a SWOT analysis for the studio. (4 marks for theoretical discussion and 4 marks for the practical application) (8)

Discuss the **six (6) variables in the macro-environment**. (6 marks for theoretical discussion and 6 marks for examples – examples do not have to be based on the case study) (12)

Discuss any **four (4) individual factors influencing consumer behaviour** and indicate how each of these factors could influence a client when deciding whether or not to join **MNM Trading**. (8 marks for theoretical discussion and 4 marks for examples) (12)

Describe **any five (5) product positioning methods** that **MNM Trading** can use to position themselves in the health and fitness market. (5 marks for theoretical discussion and 5 marks for the practical application) (10)

Consumer products can be classified in terms of three groups. Discuss the various types of **convenience products** and give an example of each type that you would be able to purchase at **MNM Trading**. (You will be awarded 3 marks for the theoretical discussion and 3 marks for the examples.) (6)

Discuss the various **types of packaging** and give examples on what types of products would be appropriate for the certain types of packaging. (You will be awarded 5 marks for the theoretical discussion and 5 marks for the examples.) (10)

Four marketing orientations have been identified that have influenced organisations over the years. Discuss these **four marketing orientations**. (You will be awarded 4 marks for the theoretical discussion.) (4)

When a customer decides to buy a certain product, there are **three different types of decision making** a customer goes through. Discuss these three different types of decision making. (You will be awarded 3 marks for the theoretical discussion.) (3)

Discuss the **four 'P's of marketing** (also known as the variables in the marketing mix) and give an example of each variable based on **MNM Trading**. (You will be awarded 4 marks for theoretical discussion and 4 marks for the examples.) (8)

The whole family may be involved in the decision-making process. Discuss the **five roles that different family members play** in the family decision-making process. (You will be awarded 5 marks for the theoretical discussion.) **(5)**

Discuss the **five (5) characteristics of services** and apply it to **MNM Trading**. (You will be awarded 5 marks for theoretical discussion and 5 marks for the practical application). **(10)**

Explain the **bases for segmentation** that marketers need to consider in order to market their products successfully. Provide an example for each based on the case study. (You will be awarded up to 8 marks for the theory and up to 8 marks for the examples.) **(16)**

Define product positioning. **(4)**

Explain the **different groups in terms of readiness to adopt or purchase a new product**. Provide an example for each group based on **MNM Trading**. (You will be awarded up to 10 marks for the theory and up to 10 marks for the examples.) **(20)**

Explain any benefits of a highly satisfied customer. **(6)**

Define the concept of value proposition (4 marks) and briefly explain the **five components of a value proposition** (10 marks). **(14)**