

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

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)

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)

Define product positioning and also identify the method used in the provided case study. (4)

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)

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

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

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)

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)

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)

[TURN OVER]

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