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Section B:

Question 1:

1.1 The first phase - introductory phase: begins after entering into the target market, product is normally offered on sale. Initial sales are relatively small however, Miss K spent a lot of time investigating the market

The growth phase - sales increase in the target market as a result of repurchasing, competitors begging entering the market

The maturity phase - sales and demand begin to level off as a result of no new consumers entering

The decline stage - sales rapidly

decrease, competing and substitute products increase and are being accepted by the target market (Page 208-209)

1.2 The Macro environment rapidly changes. Miss K had to consider the legal and political environment regarding the defense of the patent in court.

The international market includes demand trends globally. Ice cream reflected international market trends which was treated as an opportunity to introduce variants.

The physical environment includes raw resources used to produce products. As a company, Miss K has restricted the supply of raw materials.

The technological environment is the fastest growing environment with new features coming out every day.(new apps)

The economic environment affects consumers and business problems such as the cost of goods and inflation.

The socio-cultural environment impacts marketing techniques such as the media and advertisements used and the organizational structure.

Question 2:

2.1 The four 'P's' of the Marketing mix are product, price, place and promotion. The three additional 'P's' in the extended mix are people, processes and physical evidence.

People - Marketing concerns itself with the business, (knowledgeable) workers, employees and management.

Process - all systems, procedures, steps and activities included in the delivery of a product.

Physical Evidence- provides the customers with the tangible aspects that they can measure.

2.2 Husband dominated family - the husband makes all or most of the purchase decisions

Wife dominated family - the wife makes all or most of the purchase decisions

Nuclear family - joint decisions are made

Children dominated family - the children have a major say in the purchase decision.

Question 3:

Strength - something a business does well in, a distinctive competence that gives a business a competitive

advantage in the market place. Miss K offers a fortified ice cream that offers 12-15% of a child's daily vitamin and nutrient requirement per serving

Weakness - a flaw in internal controls of a business that increases the risk of failure. 40 Foods has no established distribution network and very limited marketing resources.

Opportunities - external circumstances providing the business with a situation which can be exploited to its benefit. In testing the market, 40 Foods found that there wasn't much differentiation in ice cream choices. It's was a large and still growing market to penetrate, so 40 Foods implemented disruptive marketing.

Threats - an external factor or circumstance that poses as a risk that could cause harm to the business, 40 Foods is unable to defend its patent.

3.2 The four characteristics of a service are intangibility, inseparability, perishability and heterogeneity.

A service can not be touched, so they're intangible.

Production of a service occurs simultaneously with the consumption of the service so they're inseparable.

Services can not be stored and lastly

there are no merchant intermediaries in the service channel.