



DEPARTMENT OF MARKETING MANAGEMENT

MARKETING – BBH 2230
TEST 1 MEMO (2013)
TIME : 2 HOURS
TOTAL : 75 MARKS (Chapters 1- 4)

SURNAME:

INITIALS:

STUDENT NUMBER

Answer all the questions on the question paper.
(pages)

No part of the test paper may be removed.

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SECTION A **Multiple Choice** **[25 MARKS]**

SECTION B **[40 MARKS]**

Chapter 1 **(8)**

1. Show your understanding of the difference between a need, and a want by describe the need versus the want for the following product: the Volkswagen GTi 2013 car. (2)

(The need is a state of felt deprivation, which is physical, social, or individual. A want is the form the needs take as they are shaped by culture.)

- ✓ For VW, there is a physical need for transportation, and the consumer wants a Polo.
- ✓ "Why VW?" The answer might be that the consumer saw an ad, etc. Wanting to make a statement of self-expression.

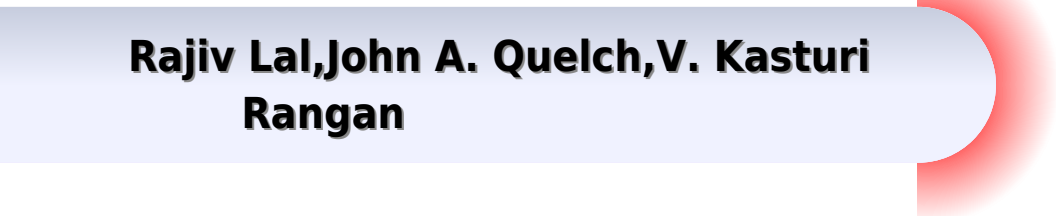
2. The Cape Town Fish Market (CTFM) wants to implement its marketing strategy through a well-defined marketing mix. Name the four marketing mix elements and provide practical examples as to how CTFM might implement each element. (4)

(These are the four Ps.)

- ✓ The Cape Town Fish Market must create a marketing offer (product),
- ✓ determine a selling price,
- ✓ decide how to distribute (place) the offer,

Memorandum For Marketing Management 20n4

**Rajiv Lal, John A. Quelch, V. Kasturi
Rangan**



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