

JUNE/JULY 2020 EXAMINATION SEMESTER I

PROGRAMME NAME: Bachelors of Business Administration

COURSE NAME: BBA102 /BoBA 102 /BoPR 102 PRINCIPLES OF MARKETING

<i>TIME ALLOWED: 24 hours</i>
<i>TIME: 10:00hrs to 10:00hrs</i>
<i>DATE: 10TH JULY, 2020 to 11TH JULY 2020</i>

INSTRUCTIONS TO CANDIDATE:

1. This paper has **three (3) sections** (sections A, B and C) with a total of **5** questions.
2. Section A is **COMPULSORY** and you are required to attempt **ONE** question from **EACH** section (B and C).
3. Number each answer clearly in the left margin;
4. Start each answer on a new page;
5. **Total marks: 60**

TYPE IN YOUR RESPONSES ON AN OFFICIAL ANSWER SHEET AND SUBMIT BY UPLOADING ON MOODLE BEFORE THE STATED TIME ELAPSES. NO SCANNED ANSWER SHEETS WILL BE ACCEPTED.
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SECTION A – This section has ONE question and it is compulsory .

QUESTION 1: A CASE OF MATEBETO COMPANY LTD

In early 2011, Matebeto Company Ltd planned to leverage its brand equity and distribution network to turn Pizza into Zambia's biggest food brand. Elizabeth Zulu, CEO of Matebeto Company Ltd, set a sales target of K2 Billion by 2021. In 2001, Matebeto Company Ltd entered the fast food market in Zambia with the launch of vegetable pizzas under the brand name SnowCap in Lusaka, Zambia. Matebeto Company Ltd was also planning to launch its pizzas in other provinces of Zambia and possibly in Angola.

Depending on the response in these provinces, Matebeto Company Ltd would decide to introduce its pizzas in many other countries. The pizzas were offered in four flavours: plain tomato-onion-capsicum, fruit pizza (pineapple-topped), mushroom and 'Jain pizzas' (pizzas without onion or garlic). Matebeto Company Ltd launched the pizzas in the K100- K200 price range. The existing players in the pizza market, like Domino's, Pizza Hut and Nirula's offered pizzas at nothing less than K120. Analysts felt that Matebeto Company Ltd move would force the existing players to reduce their prices in the long run.

Matebeto Company Ltd planned to open 3,00 pizza retail franchise outlets all over the country by 2021. The pizzas would be made at the retail outlets. The technical training and the recipe for the pizza would be provided by Matebeto Company Ltd. It would also negotiate with bulk suppliers of vegetables to get these at wholesale rates. These would be provided to the retailers.

Tasks:

- a) In your own opinion, does Matebeto need to develop a marketing plan? Justify your answer.

[15 Marks]

- b) With the use of examples, discuss the factors that Matebeto Company Ltd would consider when choosing the channel of distribution in its expansion program.

[15 Marks]

SECTION B – This section has TWO questions and answer ONE .
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QUESTION 2

Zambia Daily Mail Limited is state owned publishing company operating under the Industrial Development Corporation. The company publishes two newspapers namely: Zambia Daily Mail and Sunday Mail. Its business struggled to increase its revenue since 2012. It has acquired the state-of-the-art machinery which is able to print the newspaper in 30 minutes. The machine can print both black and white on different types of papers. It has also a fleet of vehicles that move between Lusaka and Livingstone and between Lusaka and Ndola. The number of copies delivered to these routes are few and leaving a lot of space to carry other things. In short newspaper distribution is done at a loss.

Task:

You have been attached to the Commercial department as an Intern and the Board of Directors have asked you to recommend some competitive strategies the Zambia Daily Mail can employ to improve its revenue. The Board paper should **NOT** be more than **three pages**.

[20 MARKS]

QUESTION 3

Many companies do face some Public Relations (PR) challenges especially when dealing with scandals reported in the press. As a Marketing specialist, evaluate why professionalism is needed when dealing with such situations.

[20 Marks]

SECTION C – This section has TWO questions and answer ONE .
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QUESTION 4

Dove LTD is a multinational company in the clothing industry in Brazil. It deals in branded exclusive designs for both males and females. Having presence in over twelve European countries, it has made it a point that its brand name becomes a home brand where ever it is. In ensuring this, there is a deliberate policy that mandates all staff in every department of human resource, production, finance, sales and marketing to undergo customer relationship management and branding training upon being recruited. Dove has set standards that always puts the customer at the center of all its activities.

Dove has just recruited some members of staff in sales and marketing which include in-store executives. The Commercial department has tasked you to conduct an induction workshop.

- a) Explain the importance of branding? **[10 Marks]**
- b) Why is brand reputation so important to Dove Ltd? **[10 Marks]**

QUESTION 5

Chifubu International has been in business of making Africana drinks. It has two flavours namely Apple and Lemon. The sales for the lemon flavour have extremely improved in the last six months. The company is struggling in understanding what could have accounted for the boom in the lemon flavour. The company has tried to penetrate the big departmental stores such Chooserite, Coppies and Spat. New products are coming up the same industries and are penetrating these stores and taking significant shelves.

Tasks:

- a) What should Chifubu International do to understand its business and its competitors?
How important is that activity?
[10 Marks]
- b) Is product placing a solution to poor sales of the Apple flavour? **[5 Marks]**
- c) What the social factors that could have affected the sales of the lemon flavour?
[5 Marks]

END OF EXAM