

**UGANDA MARTYRS UNIVERSITY**  
**FACULTY OF BUSINESS ADMINISTRATION AND**  
**MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT SCIENCES**  
**BSC A&F PT LUBAGA 2018/19**

**MODULE: PRINCIPLES OF MARKETING**

**DATE: Saturday, 9<sup>th</sup> February 2019**

**DURATION: Three (3) Hours**

**TIME ALLOWED: 09:00am – 12:00pm**

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**Instructions:**

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1. Attempt any **FOUR (4)** questions
2. Section A is Compulsory
3. All questions carry equal marks
4. Do not write anything on the questions paper.
5. Write neatly, legibly and apply relevant examples in your answers.

## SECTION A (40 Marks)

### I Phone

Design is everything

Apple is a company that is good at creating markets. The ipod revolutionized popular youth culture and turned out to be the biggest trend in music markets since the launch of sonny Walkman. In addition to the changing the way we listen to music, the ipod helped secure Apple's future. Steve Jobs, chief executive of Apple, was the visionary leader who strongly influenced the development of products like the imac, the ipod and more recently the ipad. Design is fundamental to the success of Apple products, and the iphone;s phenomenal success was no exception. The icon-based, touch-screen telephone handset is a symbol of design. The good product looks and feel has contributed to Apple's strong brand positioning and brand image. In 2007 at the Macworld promotional expo, Steve Jobs launched the iphone in a good business environment. The iphone operates solely through its 3.5-inch 480x320 touch screen, supports wireless technology, could be synchronized with other Apple products like the Mac Address book and Apple's Safari browser, and has all the functionality of a video ipod. Additional innovations include a soft keyboard and the ability to change the screen content. At its promotional launch the phone was sold at a premium price: us\$ 599 for the 8GB. By July 2007 the iphone through good distribution channels, had captured 1.8 percent of the Us mobile phone market and was reported to be the best selling mobile model on the market. The unique features gave the iphone product distinctive features. The iphone competitors were BlackBerry, Nokia 5800x, T-Mobile's G1 smartphone and ZTE from China. The iphone responded to competitors by reducing price, offered software upgrades and introduced app store which enabled iphone owners to download free programs. The new generation has added new benefits like media player, internet client, web browsing, text, voice mail, video calling and siri , which is a voice control system. The improvements also include faster processing speeds, high resolutions display front and rear facing camera. Apple's focus on producing well designed and innovative products with world class beating qualities will enable the company not only lead the smartphones markets but will also help the company create new markets for the future.

1. a) Using the above Apple's case study, explain the marketing mix application using relevant examples. (30 marks)
- b) Describe and illustrate how Apple Company has enhanced customer satisfaction by using Vovici Corporation 2013 model. (10 marks)

### Question Two

## SECTION B (60 Marks)

Toyota's Market Attractiveness (MA) and Competitive Position (CP) is crucial in product portfolio management. Toyota's market attractiveness is market size is 3.0, market entry barriers 3.0, market growth rate is 4.0. Competitive strength is innovation capacity 4.0, service quality 3.0 and distribution capability is 3.0



- a) Determine Toyota's overall factor score for market attractiveness (8 marks)
- b) Determine Toyota's overall factor score for competitive strength.(8 marks)
- c) Use a graph and suggest Toyota's strategic objective( 4 marks)

### **Question Three**

Using a major global company, develop a digital marketing plan that would enable it survive and thrive amidst competitive business environment (20 marks)

### **Question Four**

- a) Briefly describe the BCG Growth Share Matrix (4 marks)

b) Unilever's emphasis in product portfolio analysis is on managing an existing set of products in such way as to maximize their strengths, but also needs to look at new products and markets for future growth. Explain how Unilever can apply Ansoff Matrix in product growth strategies.(16 Marks)

### **Question Five**

- a) Explain the Four generic repositioning strategies (4 marks)

b) Branding enables you stand out from the thousands or millions of similar organizations around the world. It is critical to stand out from the crowd because organizations compete globally. Select a global company and explain the rationale of branding. (12 marks)

- c) Explain the nature of Corporate Social Responsibility (CSR) using Carroll's Four Part model (4 marks)