



FINAL EXAMINATION
NOVEMBER 2022

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| COURSE TITLE | MARKETING MANAGEMENT |
| COURSE CODE | BMKT4213 |
| DATE/DAY | 14 FEBRUARY 2023 / TUESDAY |
| TIME/DURATION | 02:30 PM - 04:30 PM / 02 Hour(s) 00 Minute(s) |

INSTRUCTIONS TO CANDIDATES:

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper contains ONE (1) section. Please answer ALL questions.

[100 MARKS]

SECTION A

(100 Marks)

There are THREE (3) questions in this part. Answer ALL questions in the answer booklet.

Case Study 1

Established in 1992 by its founder and owners, the Ruangchaisiwawet family, in Lopburi Province in Thailand, Moe Julia Herbal Company Ltd sells its products in major supermarkets around the region. Originally, the company was born out of a traditional herbal medical centre, called Julia Rat (figuratively the 'jewel in the crown') in Lopburi Province. Later, after getting good feedback from customers, the owners decided to focus on its clients' teeth and gum problems and founded a company around their toothpaste, called Moe Julia (loosely meaning 'Dr Julia' after the medical centre's original name).

Moe Julia's main product is a herbal toothpaste which uses five local ingredients, including salt and a polishing agent (to eliminate bacteria and brighten and strengthen teeth), cloves (to reduce toothache and prevent bad breath and bleeding gums), and two types of camphor (to reduce nerve pain and repel infection). For improved taste, the product also includes peppermint. In addition to the original formula, Moe Julia offers a concentrated formula which requires only a tiny drop of the toothpaste to be used to take care of, and protect, oral health

The toothpaste is now distributed all over Thailand and in nearby countries, including Laos, Cambodia and Myanmar. The brand was registered for a trademark before the company was founded, in 1989, and makes use of the picture of King Narai's Palace for the brand logo because this is the emblem of Lopburi Province, the birthplace of the Moe Julia brand.

Question 1

(40 Marks)

- a) To which demographic group do you think Moe Julia's herbal toothpaste should focussed on in Thailand market? (10 marks)
- b) What type of product diversification on herbal products could Moe Julia's offer? (10 marks)
- c) What type of marketing strategy that Moe Julia's uses for its products? (20 marks)

Case Study 2

Patek Philippe, TAG Heuer, and Rolex are amongst the most luxurious watch brands in the world. All are synonymous with high-quality Swiss craftsmanship due to the precision found in watch features, referred to as 'complications' that exist in addition to telling time (displaying hours, minutes, and seconds). A notable complication is the invention of the tourbillon in 1795 by a Swiss watchmaker, which was a mechanical device to improve the accuracy of a watch by countering the effect of gravity on its parts. Since then, Swiss watches have continued to display high expertise and quality and have been priced more expensively; consequently, they often serve as status symbols, and can be witnessed in social peacocking. For example, when adorning the hand of a world-class footballer or other celebrity.

The smartwatch market has been experiencing double-digit growth. The popularity and demand for smartwatches is reflected in Apple Watch sales; in 2019, nearly 31 million smartwatches were sold. Hermès has collaborated with Apple to create a smartwatch. This 'luxury' smartwatch has a signature Hermès hand-stitched leather strap, and a choice of exclusive branded watch faces with Apple smartwatch technology.

The latest smartwatches allow users to monitor heart rates, track fitness goals, control apps, and handle telephone calls. A new generation of luxury consumers consider smartwatches a necessity. By 2025, these millennial luxury consumers are expected to account for 50 per cent of the total luxury market.

Sources: Anon (2020); Danziger (2019); Leong (2020); Statt (2020); Swithinbank (2019).

Question 2

(30 Marks)

- a) Do you think that smartwatches that was previously regarded as a fad have gained traction and now the longstanding luxury watchmakers appear to be under threat? (10 marks)
- b) What can be concluded with regards to the changing of needs? (20 marks)

Case Study 3

Despite decades of breath-taking sociocultural and technological change, the business model of the car industry has remained largely unchanged. Customers visit a large dealership, where they can see and test different car models. The purchase represents a serious economic commitment for most households and involves choosing between an incredible array of settings, some of which are offered as standard, while others will inflate the final price. Once the choice is finalized, the customer has a long wait for the chosen model to be finally delivered. All of this effort for the purchase of a product that then remains parked and inactive on average for 96 per cent of its lifetime. The Chinese company Geely, owner of the Swedish brand Volvo, believes that the industry is ready for a shake-up. The company will launch a new brand in Europe called Lynk & Co under a radically new business model.

Geely is betting that modern, urban customers are not interested in the added frills offered by most manufacturers and care more about accessing a mobility service than owning a product. As a consequence, Lynk & Co will launch in Europe with a subscription service. Customers will pay a monthly fee to have access to a car anytime they want. To reduce their fee, which is expected to be maximum 500 euros per month, customers would also be able to share the car through a dedicated app. People can also join the platform for free and just buy some usage time when they need access to a vehicle. Insurance, breakdown recovery, and tax is all included in the monthly cost-all owners have to pay for is fuel. Lynk & Co will provide all the repairs and maintenance of its vehicles.

This model can also claim a better use of natural resources, as the car will be on the road more often and will be less likely to sit idly in a garage. The Lynk & Co offer will be available only in one model (called 01) and customers will only be able to choose between a blue and a black version. Everything else is standardized. The car will be hybrid and is built on the infrastructure of the Volvo XC40. The company will also leverage Volvo marketing and servicing networks. However, a Lynk & Co car will not be purchased at a dealership, but it will be available online. As the CEO, Alain Visser, has claimed, 'We could be the only car brand that if you sign up on a Monday, you could have your car delivered by Wednesday.'

Sources: Burn (2020); Ricker (2020).

Question 3

(30 Marks)

Innovation becomes a necessary condition in the strategic marketing decision-making in an organisation / firm. How does the interlocked changes in culture, social trends, and technology can spark new business concepts endured by Lynk & Co?

*** END OF QUESTION PAPER ***