



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BBM 1023
COURSE	:	PRINCIPLES OF MARKETING
SEMESTER/SESSION	:	2-2022/2023
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilators.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO  
THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

**QUESTION 1**

- a) Define the term 'Marketing'. (4 marks)
- b) Classify **FOUR (4)** roles marketing plays in individual firms and society as a whole. (8 marks)
- c) Distinguish **FIVE (5)** challenges faced by organization in implementing a good marketing strategy (10 marks)

**QUESTION 2**

- a) Demonstrate **TWO (2)** factors that influence consumer buying behavior. (4 marks)
- b) Describe **THREE (3)** common segmentation bases used by marketers to segment consumer market. (6 marks)
- c) Illustrate **FIVE (5)** benefits of segmenting and targeting markets (10 marks)

**QUESTION 3**

- a) Discuss **TWO (2)** types of channel partners. (4 marks)
- b) Consumer sales promotion seeks to reach new users, keep current users, and entice users to stock up. It can also be used to reinforce advertising for the product or service. Demonstrate **FOUR (4)** popular promotional mix/tools used by marketers to induce consumers to purchase a firm's products or services. (8 marks)
- c) In order to be competitive in the market the businesses have to adopt some pricing strategy. Illustrate **FIVE (5)** price adjustment strategies that can be adopted by a business. (10 marks)

**QUESTION 4**

- a) Illustrate **FOUR (4)** stages in Product Life Cycle (PLC). (8 marks)
- b) Demonstrate **FOUR (4)** characteristics of services as product. (8 marks)

**QUESTION 5****CAMPAIGNING FOR MORE THAN BEAUTY**

They are thin, possess flawless skin, and have beautiful hair. They are the models and celebrities we see in television, print, and billboards that tout the latest shampoos, antiaging creams, and skin cleansers. The message is clear: Buy our product and you will attain this goal—you will look like these models.

Beginning in 2004, Dove, a division of Unilever, started on a bold advertising trail it called the "Campaign for Real Beauty." The first step in Dove's campaign, a tactic to support its skin-firming cream, introduced the nation to billboards that showed untouched photographs of "normal" women of various sizes in just their underwear. Dove sent the message that women do not need to conform to the standards of beauty determined by the fashion industry.

Everybody, of any age or size, is beautiful and should feel strong and proud. The campaign continued to build strongly over the next couple of years and gained more steam with the viral release of the video "Evolution." The ad featured an average-looking woman who enters a film studio. The video then speeds through a series of hair, makeup, and shocking computer-enhancement techniques. At the end we see what is now a gorgeous woman on a billboard ad. Immediately after the final shot of the billboard, the video blacks out to the statement, "No wonder our perception of beauty is distorted." This viral video was followed with "Onslaught," an equally powerful ad that shows the intensity of personal care, diet, and exercise advertising when viewed through the eyes of a young girl. The ad ends with another powerful message: "Talk to your daughter before the beauty industry does."

An important part of the Campaign for Real Beauty is the Dove Self-Esteem Fund. With young girls reporting alarmingly low levels of self-esteem, this arm of the campaign works to provide confidence building tools and workshops for young girls. As of 2009, Dove connected with over 2 million girls and hopes to continue with the program.

Dove has enjoyed strong PR results with this campaign. It received mentions on various talk shows including the strongly influential *Oprah Winfrey Show*. In addition, the Evolution ad won the Cannes Lion Grand Prix Award in the film category at the 2007 award ceremony.

But the campaign is not without its critics. Some charge that Unilever is as guilty as the rest of the industry in promoting false ideals of beauty. Ads for the company's Axe brand are often cited as flagrant examples of messages that objectify women. In addition, the antiaging and firming creams Unilever sells thrive on women's insecurities about their looks.

If she is supposed to be satisfied with her natural beauty, then why does a woman need these products at all? And finally, there was controversy concerning the airbrush techniques Dove used to photograph these "normal" women. An article in the *New Yorker* cited a prominent photo editor who claimed that he had done a large amount of retouching and mentioned what a challenge it was to make the women look attractive. Unilever's response was that it did not digitally alter the photos but retouched them only to correct colour and remove dust. Still, this was a damaging accusation against Dove and its ad agency Ogilvy & Mather since the "Evolution" campaign criticizes retouching tricks.

Finally, there is the question of whether such an emotionally charged campaign actually boosts sales. It certainly helps to break through the clutter and bring recognition to the brand, but does it resonate with the consumer over the long term? Dove reported a doubling of its sales from 2002 to 2007, but we are yet to see what the next five years will bring. Will this theme continue to strike a chord *and* sell beauty products at the same time?

Sources: Neol Bussey, "Dove Abandons Its Soapbox to Focus on the Soap," Campaign (August 28, 2008); Molly Prior, "Reality Check: Would You Buy Beauty Products from These Women?" WWD (April 20, 2007); Jack Neff, "Retouching Ruckus Leaves Dove Flailing," Advertising Age (May 12, 2008)

- a) Illustrate with examples **FIVE (5)** needs in Maslow's hierarchy. (10 marks)
- b) The message of Dove's Campaign for Real Beauty appeals to which level of need in Maslow's hierarchy? Discuss. (6 marks)
- c) 'A consumer who purchases Dove's anti-aging cream is hoping to achieve a value-related goal'. Demonstrate **TWO (2)** arguments for this statement (4 marks)

-----End of question-----