

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

MARKETING ANALYTICS

I

MMKT 505

TIME: 3 Hours

INSTRUCTIONS TO STUDENTS

1. Answer question number one and any other three.
2. Start each question on afresh page.
3. Credit will be given for the use of relevant examples.
4. No cell Phones are allowed in the Examination Room.

OCT 2024

QUESTION ONE

Read the case study below and answer the questions that follow:

ANB Auto, a supplier of fuel powered electricity generators has been focusing on the consumer market but business was not growing steadily as the company expected. The company decided to hire a sales executive to drive its sales function after a series of adverts in the classified section of national newspapers, but it did not yield any meaningful response. In his initial strategy presentation to the board, the sales executive noted that “there are huge opportunities in the business market hence it is necessary to design a special marketing strategy to target the business market.” The board members realised it as a noble idea and unanimously accepted the sales executive’s strategy and tasked it to craft and implement the strategy.

- (a) Explain using predictive analysis how the company benefits by focusing on the business market?
[10 marks]
- (b) Justify whether personal selling by the sales executive will yield better results than press adverts in the business market?
[10 marks]
- (c) Describe the bases that the sales executives might use to segment the targeted business market for generators?
[10 marks]
- (d) Discuss relevant factors that should be included in the “special strategy” suggested by the sales executive in dealing with business markets?
[10 marks]

QUESTION TWO

Examine how a business can construct a market profile for its target market?

[20 Marks]

QUESTION THREE

Discuss the impact of perceptual mapping to an organization of your choice **[20 Marks]**

QUESTION FOUR

Examine the characteristics of Market and Data Driven organisations. **[20 Marks]**

QUESTION FIVE

Your boss wants you to report on how each marketing campaign generated sales in the past year. You are given access to the company CRM data bases, (operational CRM Data base and analytical CRM Data base) which the sales team has managed to keep and it is thoroughly updated. Critically analyse which lists from the CRM data bases would help you determine which leads became customers and why?

[20 Marks]

QUESTION SIX

The first step in designing a customer-driven marketing strategy is market segmentation.

- a) Explain the term market segmentation? **[5 Marks]**
- b. Market segments should satisfy five requirements in order to be useful. Describe three of these requirements. **[5 Marks]**
- c. Apart from segmentation there are three other important steps in the Customer-Driven Marketing Strategy. Examine how these three steps are related? **[10 Marks]**

END OF PAPER