



**ASSIGNMENT 1ST SEMESTER : ADVANCED STRATEGIC
MARKETING: THEORY &
PRACTICE 4 (ASM401)**

CHAPTERS COVERED : 1 - 6

DUE DATE : 24:00 on 20 MARCH 2012

TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, or the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 3500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 24:00 on 20 March 2012 for upload to the IMM GSM website. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark if received after 24:00 on 20 March 2012 and up to 17:00 the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, www.immgsm.ac.za, on Friday, 4 May 2012.

Answer ALL the questions

References are to the prescribed textbook: Walker, O.C., and Mullins, J.W., 2011. <i>Marketing Strategy: A Decision-Focused Approach</i> . 7 th ed. McGraw-Hill.

QUESTION 1	[30]
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Which diversification strategy is illustrated by each of the following acquisitions?

What synergies or benefits might each purchase produce?

- 1.1 A packaged food company's acquisition of a fast-food company that features hamburgers and French fries. **(5)**
- 1.2 A large retailer's purchase of an interest in a company producing small appliances. **(3)**
- 1.3 A tobacco company's acquisition of a beer company. **(4)**
- 1.4 An oil company's acquisition of an insurance company. **(5)**
- 1.5 Read the case study at the following website and discuss the diversification strategy(ies) used and the benefit(s) derived from it(them). **(13)**

This is an open ended question testing student's ability to use his/her theoretical knowledge and principles to identify, analyse and evaluate diversification in a real life situation. Marks are awarded according to the answers of individual students.

[PDF] [The Case Study on the Malaysian Palm Oil - UNCTAD](http://www.unctad.org/infocomm/diversification/bangkok/palmoil.pdf)
www.unctad.org/infocomm/diversification/bangkok/palmoil.pdf

QUESTION 2	[20]
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Drinking-water pollution (contamination) has become a serious problem in South Africa.

Discuss **five (5)** problems and **five (5)** opportunities water pollution (contamination) presents for the manufacturers of consumer and industrial products/services/technologies in South Africa.

Quote from at least **three (3)** South African websites to illustrate your answer.

QUESTION 3 [20]

Suppose you are the product manager responsible for General Electric's line of trash compactors. After many years, the product has yet to gain acceptance by many consumers.

- 3.1 Use the diffusion of innovation theory discussed in Walker and Mullins (2011) to explain why trash compactors have achieved such poor market penetration. **(10)**
- 3.2 What does this imply concerning the shape of the rest of the trash compactor's life-cycle curve? **(10)**

There are many websites on trash compactors students can consult to assist them in answering this question.

QUESTION 4 [20]

What is the relationship between market segmentation, target marketing, and brand positioning?

Base your answer on the case study available at the following website:

[PDF] [Market segmentation and Positioning](#)

www.tomorrowsleaders.com/A5569D/icaew/content.../MQ7+Marketing.pdf file

Format: PDF/Adobe Acrobat – [Quick View](#)

- 4.1 Use the case study to summarise the basic concepts of market segmentation, target marketing and brand positioning and to define the relationship between these concepts. **(9)**
- 4.2 Apply the case study to illustrate the relationship between market segmentation, target marketing, and brand positioning. **(11)**

PRESENTATION [10]

ASSIGNMENT TOTAL: 100