FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2021

MARKETING PRINCIPLES

(MPM512S)

ASSIGNMENT 1
Dear Student

Assignment 1 has been marked and this serves as feedback on the assignment, I have included some basic feedback in your individual assignments, but I hope that the answers contained in this feedback letter will guide you through finding the correct solutions more easily.

Total Marks for Assignment 1: 50

ASSIGNMENT 1

Dear Student

You are required to conduct research to critically assess MTC as a company. After doing so, answer the following questions:

Question 1 MARKS 20

1.1 Discuss four segmentation strategies that MTC can use to build good customer relationships. (20 Marks)

Sample Answers to Question 1

SEGMENTATION STRATEGIES

The student was required to recommend 4 segmentation strategies that MTC can use to build good customer relationships with its customers and not merely describe or list but to come up with valid examples on how to segment the market based on these strategies.

The following is a guide on the 4 Segmentation strategies.

1. Demographic Segmentation Strategy
2. Geographic Segmentation Strategy
3. Behavioral Segmentation Strategy
4. Psychographic Segmentation Strategy
Markers Comments
Most students knew the four Segmentation Strategies but could not apply the concept, come up with valid examples why MTC should make use of these 4 strategies. Students only listed and described the segmentation strategies.

Question 2   MARKS: 20
2.1 Describe how MTC select their target market segments.

Sample Answers to Question 2
TARGETING STRATEGIES
The student should give an overview of the Targeting strategies, and describe how MTC choose strategies and give reasons why this strategy would work for MTC

✓ Marketing Targeting
✓ Undifferentiated Marketing
✓ Differentiated Target Marketing
✓ Concentrated Targeting
✓ Multi-Segment Targeting

Markers Comments
Most students mentioned the strategies but could not justify their answers properly, some students only listed and/or described the targeting strategies.

QUESTION 3   MARKS: 10
Explain the concept of product positioning and clarify to MTC how they can position their products to retain their customers.

Sample Answers to Question 3
PRODUCT POSITIONING

The student was required to define positioning. Students were also required to give positioning statements/strategies on how to win back their customers in respect to some of the following:
Markers comments

Most students who scored low marks did not understand how to position the products based on the variables mentioned above. Most student only used benefit and price to position the products.

Markers General Comments

1. Students who did not do well largely failed to understand the questions asked.
2. There were inconsistencies in answering questions with some very well done while others were answered poorly by the same student.
3. Some students did not answer some questions, entirely losing marks as a result
4. Some answers were too short resulting in the student losing marks for insufficient answers. Students need to look at the active verbs used in the questions, i.e., list, mention, explain, discuss, etc. and the marks allocated to determine the number of answers they had to write.
5. There was evidence in some cases that insufficient effort was not put into preparing and answering the questions. Copy and paste is not allowed and students are required to produce original work.