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**Centre for Open and Lifelong Learning**

# **FEEDBACK TUTORIAL LETTER**

## **1<sup>st</sup> SEMESTER 2020**

### **TEST 1**

## **Marketing Management** **MKM711S**

## **MKM711D TEST 1 Feedback Tutorial Letter**

Dear Students,

I have marked Test one and the following comments will help you in answering future tests, assignments and examinations. 73% of the students passed with student No. 220125562 getting the highest mark of 86%-well done. You get benefit from finding out from those students who did very well by engaging them.

Below are the questions asked, the proposed answers, comments on the answers received and general comments at the end.

Best wishes,

Tutor

### **Questions and proposed answers**

A Guest House operating in Windhoek had temporarily shut down due to the Covid 19 pandemic.

Based on the company you have chosen, briefly discuss what the company should do under the following headings;

#### **1. Future Planning (20 marks)**

1.1 What should the company do going forward in terms of at least 5 of the 7 Ps of marketing?

#### **Proposed answer**

The student is required to choose five (5) from the following;

- ✓ Product:- e.g. develop new services for the local or international market
- ✓ Price:- e.g. lower price to get more customers
- ✓ Place:- e.g. use multiple channels to promote the service
- ✓ Promotion:- e.g. give special offers for service rendered to attract customers
- ✓ People:- e.g. employ fewer people or use part time staff
- ✓ Physical evidence:- e.g. improve facilities or ambiance
- ✓ Processes:- e.g. streamline booking and payment processes
- ✓ Positioning: - e.g. increase online presence and information availability with travel agents, tour operators, airport, airport transfer companies etc.

The student gets one (1) mark for mentioning one of the 7Ps and one (1) mark for the explanation.

1.2 Identify at least 2 strategies that the company can adopt to market itself both locally and internationally.

**Proposed answer**

The student could choose to discuss two from the following strategies based on Ansoff's Matrix;

- ✓ Diversification
- ✓ New product development
- ✓ New market development
- ✓ Market penetration

The student gets 3 marks for the mention of a strategy and 2 marks for the explanation.

**Tutors Comment**

Students were supposed to separate the answers first the 5Ps with clear headings for each P and the explanation and the second part being the strategies. I expected students to address generic strategies (macro-level) outlined above but also accepted students who looked at the question from the micro level.

**2. Implementing the plans (5 marks)**

Briefly discuss how the two (2) strategies you outlined in 1.2 above can be implemented successfully.

**Proposed answer**

The student is required to take two (2) of the above strategies and briefly discuss how the strategy can be implemented. The student gets 2 marks for mentioning a strategy and half (1/2) a mark for the explanation. The comment above applies.

**3. Control and Evaluation (5 marks)**

Briefly outline how you could measure the success or failure of the implementation process as a control measure.

**Proposed answer**

The student is required to briefly outline how the effectiveness of the proposed strategies could be measured for effectiveness and as a control measure to get the full 5 marks. I expected students to show me that they understand the different types of controls such as strategic control, profitability control etc.

**4. New Product Development (NPD) (10 marks)**

- What new products or services do you think the company should introduce?

- What is the target market for the new product or service?

**Proposed answer**

The student is required to propose new products or services as part of the product development strategy and indicate the target market alongside the new product developed. Each correct new product carries 3 marks and target market carries 2 marks.

**5. Key issues to be considered (10 marks)**

5.1 What opportunities do you foresee for the company or the industry in which it operates,

5.2 What threats do you foresee to the company or the industry in which it operates?

**Proposed answer**

The student is required to list at least five (5) opportunities and five (5) threats each carrying 1 mark. There should be a clear heading for opportunities and threats.

**Total**

**50 marks**

***\*END OF ASSIGNMENT\****

**A few things to note:**

- You must be clear about the reasons why the operation had to shut down in the first place.
- Where applicable, provide possible solutions and/or suggestions for the organization to improve or survive.
- Your proposed strategies and activities should be implementable/practical and within the existing country laws.
- You should consider whether the company has the financial, human and other resources to do the changes.
- You must provide evidence that you have read widely about the challenges, opportunities and threats faced by the industry in which the company operates.

## **AREAS COVERED IN THE TEST:**

- ✓ Marketing Planning
- ✓ Marketing Implementation
- ✓ Marketing Control & Evaluation
- ✓ New Product Development Process
- ✓ Contemporary issues including challenges faced by organizations' generally and during the COVID 19 Pandemic specifically.

## **General comments**

- ✓ Students should apply marketing principles to the case given and not create their own case
  - ✓ Use appropriate subject specific language in this case marketing terms
    - ✓ Apply marketing principles with examples appropriately
    - ✓ Use appropriate headings etc for clarity
  - ✓ Answer questions fully especially those carrying high marks

## **End of Test 1 Feedback**