

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : January 2022

Programme : Diploma In Business Management (DBM/DBMS)

Course : **WBUS1106: Principles Of Marketing**

Date of Examination : March 12, 2022 (Saturday)

Time Start : March 12, 2022 (Saturday) @ 4.00pm

Time End : March 13, 2022 (Sunday) @ 4.00pm

Duration : 24 Hours

Special Instructions :

This paper consist of **FOUR** questions, you are required to answer **ALL** the questions.

Material permitted : Nil

Materials provided : Nil

Examiner(s) : **Amirudin Awang** & Muhammad Rajaie Mustafar

Chief Moderator : Leong Mie Shin

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN BUSINESS MANAGEMENT PROGRAMME (DBM/DBMS)
WBUS1106: PRINCIPLES OF MARKETING
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2022 SESSION

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Case Study 1

Starbucks met with enormous early success by focusing not just on coffee but on the coffee-drinking experience. The company has since taken a bumpy ride from boom to bust and back to boom again. Along the way, it learned that a good marketing strategy means more than just growth, sales, and profits. It means skilfully engaging customers and creating value for them. Starbucks has built customer engagement and brand community through digital and mobile platforms. It developed new products and rolled out new store formats, such as the Starbucks Reserve Roasteries. In other areas, Starbucks opened Starbucks Reserve Bars. In China, Starbucks opened its first virtual store, letting 670 million active users place orders, receive delivery, and earn rewards. Establishing a brand design that would appeal to such a large base and a variety of cultures was no easy task, but Starbucks has mastered this.

Source: Armstrong, G. and Kotler, P., 2020. *Marketing: An Introduction*. 14th ed. Pearson.

Question 1

- (a) Explain the **FOUR (4)** choices Starbucks has when developing brands and illustrate each with an example. (20 Marks)
- (b) Based on the answer given in Question 1 (a), choose **ONE (1)** brand development strategy that best suits Starbucks. Justify you answer with relevant example. (5 Marks)

Case Study 2

Gillette, Proctor & Gamble's powerhouse razor brand, is experiencing challenges from consumer trends and upstart digital competitors. Gillette and close competitor Schick have focused on product innovation and higher prices. Indeed, their cartridges first contained two blades, then three, and now five. Razors now have swivelling balls that let the blades pivot, some used to vibrate, and Gillette recently applied for a patent for a razor that heats up. And with each addition, prices have increased accordingly. Even though Gillette produces excellent products that garnered \$1.5 billion in sales last year, it faces threats posed by the continuing consumer trend of "beardedness," such as the "scruff" or "stubble" look that's not going away soon.

Source: Armstrong, G. and Kotler, P., 2020. *Marketing: An Introduction*. 14th ed. Pearson.

Question 2

Propose with example any **FIVE (5)** price adjustment strategies that can be used by Gillette to stay competitive in the market.

(25 Marks)

Case Study 3

Tealive, the famous bubble tea franchise in Malaysia has announced its ambitious expansion plan to open 1,000 stores across 15 countries and four continents by 2020. The company hopes to reach its target audience by understanding their consumers' palates and the local tastes of wherever the brand may operate. The brand aims to do this through the careful selection of partners in each market and to constantly localise its offerings. In Malaysia, Tealive has recently collaborated with national oil corporation Petronas to open at least 300 stores in three years. The company also introduced new brands into its portfolio: including Ko Ko Kai, which serves the finest Ipoh Chicken Rice and Hor Fun.

Source: QSR Media Asia. 2022. *After dominating the Malaysian bubble tea scene, Tealive sets its sights on becoming a global lifestyle tea player.*

Question 3

Explain any **FIVE (5)** micro-environmental forces that can influence Tealive expansion plan. Provide relevant examples to support your answer.

(25 Marks)

Case Study 4

It started with a Snickers ad in the 2010 Super Bowl. In the ad, during a neighbourhood pickup football game, then-octogenarian Betty White appeared as a football player who was “playing like Betty White”—that is, very poorly. But after biting into a Snickers bar, she morphed back into a young, athletic footballer who played more like his usual self. The ad ended with the now-familiar slogan “You’re not you when you’re hungry” followed by the tagline “Snickers satisfies.” The Snickers ad generated tremendous buzz, reinvigorating the then-stagnant Snickers candy bar brand. The ad went viral, racking up millions of views online and earning heavy media attention.

Source: Armstrong, G. and Kotler, P., 2020. *Marketing: An Introduction*. 14th ed. Pearson.

Question 4

Explain any **FIVE (5)** online marketing tools used by Snickers to communicate the brand with its target audience. Provide relevant example to support your answer.

(25 marks)

~THE END~