

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BMK 2406 MARKETING ANALYSIS AND DECISION**
Trimester & Year : January - April 2018
Lecturer/Examiner : Chris Ong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (50 marks) : TWO (2) Case Study Questions. Answer are to be written in the Answer Booklet(s) provided.
PART B (50 marks) : THREE (3) Essay Questions. Answer TWO (2) out of THREE (3) essay questions. Answers are to be-written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

PART A : CASE STUDY

INSTRUCTION(S) : TWO (2) Case Study Questions. Answer are to be written in the Answer Booklet(s) provided.

Marketing at McDonald's

Fast-food marketer McDonald's has been changing with the times. It's adding healthier menu items, testing table service, sourcing ingredients from local suppliers, offering mobile apps and mobile payment options and posting comments on social media. Since the company began expanding beyond its home country 50 years ago, it has created plans to attract customers and adapt to the preferences of each new market. For example, before McDonald's tests a new product or begins a new ad campaign, it prepares detailed marketing plan for that market, complete with promotion budgets, sales forecasts and implementation schedules. These tools help the firm to manage the entire planning process and evaluate results to determine whether the product or campaign has achieved its objectives.

In Canada, McDonald's analysis revealed that its promotion of McCafés within more than 1,000 restaurants resulted in tripling the number of coffees served. This means that the firm's market share of coffee served outside the home in Canada doubled to nearly 12 percent, a significant increase. Not only does coffee have a high profit margin, it is a frequently consumed menu item that helps McDonald's sell more breakfast items and compete with well-known restaurant chains such as Tim Hortons and Starbucks.

Now McDonald's Canada is implementing a marketing plan to test stand-alone McCafes, beginning with two Toronto locations that are smaller than traditional McDonald's restaurants. These McCafés serve non-burger menu items such as fresh-baked croissants and artisanal sandwiches, reinforcing the cafés positioning and differentiating the restaurants from competing chains (and from traditional McDonald's outlets). Because of the simpler menu and smaller size, these cafés are less expensive to operate than larger McDonald's outlets. By evaluating the performance of these two locations, based on metrics such as number of customers, size of purchase transactions and profitability, McDonald's Canada will decide whether to plan for additional stand-alone cafés.

The senior vice president of marketing at McDonald's Canada conducts a marketing audit three times a year. She carefully examines external and internal reactions to McDonald's communications and products, seeking insights the company can apply for future marketing plans. She also monitors what McDonald's is doing in other international markets to identify ideas that might work in Canada, adapted and implemented based on in-depth knowledge of what local customers want and need.

(Source: Essential Guide to Marketing Planning, 4th Ed; Marian Burk Wood; pg. 257)

Questions:

1. Propose **FIVE (5)** strategies that McDonald's Canada may adopt to take a bold step in brand evolution for future stand-alone McCafés locations as a leading coffee brand. Justify your answer with relevant and appropriate recommendation.

(25 Marks)

2. Construct **FIVE (5)** contingency plan that would you recommend to McDonald's Canada if a major competitor such as Starbucks begins a profit sapping price war on coffee. Provide suitable recommendations in the answer.

(25 Marks)

END OF PART A

PART B : ESSAY QUESTIONS

INSTRUCTION(S) : THREE (3) Essay Questions. Answer TWO (2) out of THREE (3) essay questions. Answers are to be-written in the Answer Booklet provided.

1. As an internal marketing manager in a telecommunication company, you are required to identify and apply **FOUR (4)** important factors that can be utilise to accomplish the internal marketing strategy. Provide your answers with appropriate justifications.

(25 Marks)

2. Online communication platforms have become an essential marketing tool in digital marketing. Draw the key technologies of digital marketing framework and demonstrate an example of the use of each key technologies of digital marketing. As the Marketing Director, justify **FIVE (5)** key reasons of implementing these digital marketing strategies to your company.

(25 Marks)

3. Positioning refers to the use of marketing to create a competitively distinctive position for companies' product in the minds of targeted customers. Analyse the **FIVE (5)** criteria for effective positioning. Provide recommendations of appropriate and relevant marketing strategies for each criteria.

(25 Marks)

END OF EXAM PAPER