

EGT2
ENGINEERING TRIPOS PART IIA

Thursday 5 May 2022 9.30 to 11.40

Module 3E2

MARKETING

*Answer not more than **two** questions.*

All questions carry the same number of marks.

*The **approximate** percentage of marks allocated to each part of a question is indicated in the right margin.*

*Write your candidate number **not** your name on the cover sheet.*

STATIONERY REQUIREMENTS

Single-sided script paper

SPECIAL REQUIREMENTS TO BE SUPPLIED FOR THIS EXAM

None

10 minutes reading time is allowed for this paper at the start of the exam.

You may not start to read the questions printed on the subsequent pages of this question paper until instructed to do so.

You may not remove any stationery from the Examination Room.

1 The Copper Kettle is a historic café and restaurant located on King's Parade in Cambridge. Established more than 100 years ago, it serves drinks, breakfast, lunch and dinner every day and can also host special events. Currently they have no loyalty programme of any kind, but the General Manager is considering launching one. You have been approached to help them decide whether to go ahead with a loyalty programme or not, and how to increase customer retention. Outline your recommendations to the General Manager by addressing the following questions:

(a) What are the advantage and disadvantages of loyalty programmes, and based on these, what would you recommend? Should the company launch a loyalty programme or not, and why? [50%]

(b) Regardless of whether you think the Copper Kettle should go ahead with a formal loyalty programme or not, what would you recommend the business should do to increase its customer loyalty? [50%]

2 You have been approached by an entrepreneur who would like to launch a new smartphone app in the UK. The app allows users to whistle or hum a song into their phone and identifies the song for them. The entrepreneur is at the stage where she has developed a basic working version of the app, and she's ready to launch it. She has asked you to help her with the following questions:

- (a) According to the product life cycle model, what should her marketing priorities be? [30%]
- (b) Should she target the entire market or segment it in some way? What should her segmentation strategy look like? [35%]
- (c) What product-related factors should she keep in mind to maximise the chances of speedy product adoption? [35%]

3 Apple is arguably the world's most valuable brand. For example, the brand agency Interbrand has been placing Apple at the top of its "Top Global Brands" survey for the last few years. In your opinion, and using relevant concepts covered in the course, what explains the tremendous success of the Apple brand worldwide?

(a) Answer the question using the concept of brand equity and the brand equity pyramid. [60%]

(b) Answer the question using the concept of the Brand Asset Valuator. [40%]

END OF PAPER