Version OM/1

EGT2
ENGINEERING TRIPOS PART IIA

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Thursday 4 May 2023   9.30 to 11.10

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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   Uber is an online transportation network company that has been disrupting the taxi industry around the world. Its app allows consumers to use their phones to locate Uber drivers around them and book affordable trips. Uber drivers use their own personal cars and choose their own working hours. Uber has hired you as a consultant and have asked you to address the questions below. In answering the questions, feel free to make and state any assumptions as you see fit, and remember that you are not assessed based on your knowledge of a particular company or industry, but on your knowledge and application of relevant marketing concepts and tools:

(a)   What would you recommend should be Uber's customer value proposition in the UK, and why?   [25%]

(b)   What could Uber do to strengthen its brand equity in the UK?   [25%]

(c)   In your view, is customer loyalty critical to a company like Uber? Why or why not?   [25%]

(d)   What could Uber do to improve its customer loyalty?   [25%]

2   TekBooks is a new bookshop on King Street in Cambridge, offering a selection of academic, specialist and technical books from one central city location. The owners of TekBooks want you to help them with their marketing strategy, and have asked you to deal with the questions below. In answering the questions, feel free to make and state any assumptions as you see fit, and remember that you are not assessed based on your knowledge of a particular industry, but on your knowledge and application of relevant marketing concepts and tools:

(a)   How should TekBooks segment the market? Who should it target and why?   [25%]

(b)   What positioning strategy would you recommend for TekBooks and why?   [25%]

(c)   What should the marketing mix of TekBooks look like and why?   [50%]

(TURN OVER

3   One of your classmates is a coding wizard and has just won £1m in the 2023 "App&@it!" contest, a competition designed to support talented people like her to create a new app for smartphones. She's not sure what kind of app to come up with, or even what kind of industry to enter. All she knows is that she wants to create something entirely new, and she has the coding and financial resources to do so. She has asked for your help. In answering the questions below, feel free to make and state any assumptions as you see fit, and remember that you are not assessed based on your knowledge of a particular technology or industry, but on your knowledge and application of relevant marketing concepts and tools.

(a)   What kind of market research would you advise your friend to do if she wants to create something radically new, and why?   [20%]

(b)   Using the strategy curve and blue ocean strategy frameworks, develop a quick idea for a new app that you would recommend to your classmate. You are encouraged to be creative in your answer and you can assume anything is possible.   [80%]

END OF PAPER