

EGT2
ENGINEERING TRIPOS PART IIA

Monday 6 May 2024 09:30 to 11.10

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 You have been approached by the manufacturer of a new energy drink called BrainBlaster to recommend how the company should position and market its product in the UK market when it launches in 2025. BrainBlaster is the first energy drink in the market to contain Blastokinetix®, a ground-breaking new synthetic substance with effects similar to caffeine, but much more powerful. What would you recommend the company should do in the UK in terms of the following:

- (a) The segmentation strategy for BrainBlaster. [30%]
- (b) The brand positioning of BrainBlaster. [30%]
- (c) The marketing mix of BrainBlaster. [40%]

2 The new CEO of a large engineering firm was recently quoted in the press as saying: “to be a true market leader, a company needs to be market oriented, have a strong brand, and be the best at everything it does”. Do you agree or disagree with this statement? Why or why not? Critically discuss the statement, using specific examples in your answer (e.g., brands we discussed in the module or that you are familiar with).

[100%]

3 You have founded a marketing consulting agency in Cambridge, and your first client is the Copper Kettle, 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. Until now, their marketing efforts have been limited. They have decided to hire you as a marketing consultant, primarily to help them strengthen their brand and increase customer retention.

- (a) Their data suggests that although customer satisfaction scores are high, customer loyalty is low. What are some plausible explanations for this, and how could they boost loyalty? [30%]
- (b) Currently they have no loyalty programme of any kind, but they are considering launching one. What are the advantages and disadvantages of loyalty programmes, and do they tend to work? In your view, should the restaurant launch a loyalty programme, and why or why not? [30%]
- (c) What could the Copper Kettle do to strengthen its brand in Cambridge? [40%]

END OF PAPER