

EGT2
ENGINEERING TRIPOS PART IIA

Friday 9 May 2025 14.00 to 15.40

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 You are tasked with advising a subscription-based TV streaming service, BingeBox (BB), on how to improve its customer retention and loyalty. BB is experiencing a high rate of customer churn, with 60% of customers leaving due to service dissatisfaction or lack of perceived value. The company wants to identify strategies to build stronger relationships with its customers and increase loyalty. Using the concepts covered in the course, address the following questions:

- (a) What are the typical main drivers of customer defection, and how can BB address these to reduce churn? [30%]
- (b) How could BB use customer satisfaction, customer participation, and word of mouth to strengthen loyalty? [30%]
- (c) Should BB consider implementing a loyalty programme? If so, what should be its objectives and design? If not, why not? [40%]

2 You are a marketing consultant for a company planning to launch Aurora, a premium electric bike brand targeting urban commuters. Aurora's mission is to promote eco-friendly travel while offering a stylish and technologically advanced riding experience. The company wants to establish a strong brand identity and differentiate itself in a competitive market. Using the concepts discussed in this course, address the following questions:

- (a) How can Aurora build brand equity? [40%]
- (b) How should Aurora use brand storytelling to create a compelling and distinctive brand narrative? [30%]
- (c) What does the Brand Asset Valuator (BAV) teach us about brand building, and what are the implications of that for Aurora? [30%]

3 You have been hired as a marketing consultant by a technology start-up that has developed SmartSpec, a pair of augmented reality glasses designed to enhance users' productivity and learning experiences. SmartSpec uses cutting-edge AR technology to overlay information onto the user's field of vision, allowing features such as real-time language translation, instant access to online research, and productivity analytics. The product is priced at the premium end of the market. The start-up plans to launch SmartSpec in the UK in 2026 but is unsure how to market it effectively. Please address the following questions and state any assumptions you make:

- (a) How would you recommend the company should segment the market? [30%]
- (b) How should the product be positioned, and why? [30%]
- (c) What marketing tactics could the company employ to encourage rapid adoption of SmartSpec by early adopters and mainstream consumers? [40%]

END OF PAPER