

EGT2  
ENGINEERING TRIPOS PART IIA

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Thursday 6 May 2021 9.00 to 10.40

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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**

Write on single-sided paper.

**SPECIAL REQUIREMENTS TO BE SUPPLIED FOR THIS EXAM**

CUED approved calculator allowed.

You are allowed access to the electronic version of the Engineering Data Books.

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

**The time taken for scanning/uploading answers is 15 minutes.**

**Your script is to be uploaded as a single consolidated pdf containing all answers.**

1 As a consultant, you have been approached by the manufacturer of a new carbonated energy drink called BrainBlast, to recommend how the company should market its product in the UK. BrainBlast is the first drink in the market to contain Blasticine®, a very powerful and expensive substance which, even in the smallest quantity, has been shown to boost people’s brain activity. Address the following questions by the manufacturer. If needed, feel free to make and state any assumptions.

- (a) How would you recommend the company should segment the market? [30%]
- (b) How should the product be positioned and why? [30%]
- (c) What are some marketing tactics the company could use to speed up consumers’ adoption of the new product? [40%]

2 The Marketing Director of British Airways once said: “Building customer loyalty is an essential objective for any organisation. And loyalty programmes are crucial in achieving that objective”. Critically discuss this statement. [100%]

3. A recent article in the Harvard Business Review stated: “Customers should not be trusted to come up with solutions; they aren't expert or informed enough for that part of the innovation process”.

- (a) What do you think the author meant by this? In your answer you are encouraged to use companies or brands you are familiar with as examples. [25%]
- (b) What do you think are some of the main implications of this for marketing? Again, you are encouraged to use specific examples in your answer. [75%]

**END OF PAPER**