

EGT2: IIA
ENGINEERING TRIPOS PART IIA

Thursday 4 May 2017 9.30 to 11

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

10 minutes reading time is allowed for this paper.

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

- 1 (a) “Marketing is about connecting with customers.” Discuss this statement. [30%]
- (b) “Manufacturers of luxury fashion brands should not sell their products directly online.” Explain one reason in support of this statement, and one reason against it. [30%]
- (c) When online retail was emerging as a rising trend in the early 2000s, it was predicted that the convenience of internet shopping would intensify competition and drive down the prices of the same product among different online retailers to a homogeneously low level. As it turns out, even nowadays, online prices of the same product could still vary considerably across different online retailers. Explain why this is the case. [40%]
- 2 (a) With reference to the major course reading “Judo strategy: 10 techniques for beating a stronger opponent” (Yoffie and Kwak, 2002, *Business Strategy Review*), briefly describe three of the techniques of judo strategy. [20%]
- (b) “Judo strategy cannot help a firm achieve long-term competitive advantage.” Discuss this statement. [40%]
- (c) Discuss how a firm with a low-quality product might be able to maintain long-term competitive advantage over competitors with products of higher quality. [40%]
- 3 (a) With reference to the major course reading “Brand custodianship: A new primer for senior managers” (Capon et al., 2001, *European Management Journal*), describe the differences between customer brand equity and organisational brand equity. [20%]
- (b) Which type(s) of customer needs in Maslow’s Hierarchy might the presence of a brand name satisfy during product purchase? Explain your answer. [40%]
- (c) Discuss whether discount supermarkets, such as Aldi or Lidl, should devote major resources to the pursuit of a branding strategy. [40%]

END OF PAPER