



**BUYER BEHAVIOUR**

**AUGUST 2023**

**MOCK EXAMS**

**Time:** 5:30 PM – 8:30 PM

**Date:** 7<sup>th</sup> November 2023

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

**Task 1** is worth 40% of the total marks available

**Task 2** is worth 60% of the total marks available.

You are required to give your answers in the CIMG answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.





## SECTION A

Section A (Case Study) is COMPULSORY and carries 40 marks.

Please read the following Case Study and answer Question 1.

### **Unilever Adapts to Sell Laundry Products Globally**

Unilever is highly successful in marketing its laundry products outside the United States of America (U.S.A). The reason is it continually adapts to existing and emerging factors both within and across the countries where it does business. A stunning statistic is that “every half hour 7 million people in the world wash their clothes with Unilever products, and 6 million of them do so by hand.” Below we touch on each of the seven global considerations as they relate to Unilever’s global strategy.

**Cultural Homogeneity.** In the global laundry market, heterogeneity, even within a country, can occur. For example, Brazil’s Northeast and Southeast regions are very different. One difference is that in the poorer Northeast region, most laundry is done by hand and more bar soap than powder is used. In the more affluent Southeast region, most laundry is done in a washing machine, and more powder detergent is used than bar soap in the process.

**Needs.** Hand washing versus machine leads to different laundry product needs. In addition, in developing countries that are an important focus for Unilever, products must be adapted to meet the strength of cleaning needs related to removing sweat, odors, and tough stains due to physical labor.

**Affordability.** Clearly, affordability is a component in pricing the laundry detergents themselves to be competitive.

**Relevant Values.** One source indicates that cleanliness, convenience, and sustainability are key value aspects in laundry products that vary across cultures. A core strategy for a number of their brands in some markets is the “dirt is good” campaign that stresses that playing and getting dirty are part of a healthy child’s development and “let Unilever worry about getting their clothes clean”.

**Infrastructure.** A broad infrastructure issue in laundry is access to hot water. Many in developing countries don’t have access to hot water or large quantities of water (<https://www.idos-research.de>)

**Communication.** Europeans have traditionally cleaned their clothes in much hotter water with the logic behind being that “boiling clothes” is the only real way to get them clean and kill germs. This trend is reversing as Unilever pushes more environmentally friendly products and as Europeans have begun to wash in cooler temperatures to save energy.



**Ethical implications.** Continued innovation in products toward lower water use will be a key ethical and performance issue for Unilever moving forward.

Due to the dynamic nature of its target market, Unilever has and must continue to innovate and adjust along these critical dimensions.

### Question 1

As the brands manager for laundry products at Unilever (Gh) Ltd, you have been asked to make a presentation on:

- a. The promotional mix elements. **[25marks]**
- b. Affordability (Price) as indicated in the global strategy. **[15marks]**

### SECTION B

#### Instruction

**Section B consists of Five (5) questions, please, answer any three (3) questions. Each question carries 20 marks.**

- 2 You have been hired as the marketing manager for a fast fashion (inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends) startup called “Trendsetters”. The company aims to disrupt the fast fashion market by offering trendy, affordable clothing options to fashion-forward consumers.

Your marketing Director has tasked you to write a report on the following:

- a. Reference price **[10 Marks]**
  - b. How consumer’s attitude can be changed. **[10marks]**
3. As the Marketing Director for a global company that deals with mobile phones, you have been tasked to make a presentation on the four important concepts of perception:
    - a. Selective exposure **[5marks]**
    - b. Selective attention **[5marks]**
    - c. Perceptual defense **[5marks]**

d. Perceptual blocking[**5marks**]

4. You are a marketing consultant for a leading technology company that specializes in the manufacturing and sale of innovative smartwatches. The company has established a strong presence in the consumer market with its existing product line.

Explain the application of learning to brand positioning. [**20 Marks**]

5. You work as a senior marketing research officer for an advertising agency, and you have been asked to make a presentation on the following:

- a. Primary and secondary research [ **5marks**]
- b. Primary and secondary data [**5marks**]
- c. Two (2) importance of marketing research[**5marks**]
- d. Two (2) disadvantages of qualitative research[**5marks**]

6. As a marketing specialist you have been asked to make a presentation on the following;

- a. Opinion Leadership[**10marks**]
- b. Reference Group[**10marks**]

