

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT
STUDIES & INFORMATION TECHNOLOGY**

BSc HONOURS DEGREE IN MANAGEMENT AND MARKETING

MAIN PAPER

BM 211: MARKETING MANAGEMENT

INTAKE 26: SECOND YEAR FIRST SEMESTER

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer question **1** and any other **two**

Question 1

Marketing Beyond the Veil

Many marketers think that marketing to Saudi Arabian women is a very difficult task. Women in Saudi remain behind the purdah and it is difficult to talk to them. Saudi Arabia is one of the largest markets in west Asia and is a homogenous society. There exists a wrong notion among some marketers that Saudi women are passive consumers. Many Saudi women are often highly educated. About 380 000 women work in Saudi Arabia and the number of female students in the colleges is set to rise to about 175 000 in the next two years. Most women work in the traditional fields of health and education. Some are even employed in retailing, designing, publishing and manufacturing.

They are exploring ways to sell products to Saudi women since Saudi Arabia is considered a young market. Shopping malls are an utter flop as women find these out-of town malls inconvenient. MNCs have realized that Saudi women are brand conscious and make the buying decision for household items. MNCs have been searching intensively for women who can act as intermediaries between the company and the clients and those who have links with colleges, women groups, etc. Marketers should now stop underestimating the sophistication of Saudi women as consumers. It is time they recognized that they are the emerging economic force. A woman emerging out of a car fully covered by the purdah, may hold a degree in finance or law or medicine and so on, and she may be a potential consumer given her educational background and culture.

Source: Marketing Management, A Management Foundation, page 54

Required:

- a) Examine the differences between Consumer Behaviour of Women in a closed culture (as described by this case) in Saudi Arabia and in an open culture (say, in Western Europe or Africa). [20]
- b) Highlight the cultural implications for a marketer towards the woman consumer in the given context. [20]

Question 2

Examine the elements of an effective marketing strategy. [20]

Question 3

Discuss the significance of the STP concept to a marketer. [20]

Question 4

Analyse factors that influence distribution channel choice for a marketer. [20]

Question 5

Examine Porter's 5 Competitive Forces as a market analysis tool. [20]

Question 6

Discuss elements of the marketing communication process. [20]

END