



DEPARTMENT OF MARKETING MANAGEMENT

MARKETING – BBH 2230
TEST 1 MEMO (2013)
TIME : 2 HOURS
TOTAL : 75 MARKS (Chapters 1- 4)

SURNAME:

INITIALS:

STUDENT NUMBER

Answer all the questions on the question paper.
(pages)

No part of the test paper may be removed.

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SECTION A **Multiple Choice** **[25 MARKS]**

SECTION B **[40 MARKS]**

Chapter 1 **(8)**

1. Show your understanding of the difference between a need, and a want by describe the need versus the want for the following product: the Volkswagen GTi 2013 car. (2)

(The need is a state of felt deprivation, which is physical, social, or individual. A want is the form the needs take as they are shaped by culture.)

- ✓ For VW, there is a physical need for transportation, and the consumer wants a Polo.
- ✓ "Why VW?" The answer might be that the consumer saw an ad, etc. Wanting to make a statement of self-expression.

2. The Cape Town Fish Market (CTFM) wants to implement its marketing strategy through a well-defined marketing mix. Name the four marketing mix elements and provide practical examples as to how CTFM might implement each element. (4)

(These are the four Ps.)

- ✓ The Cape Town Fish Market must create a marketing offer (product),
- ✓ determine a selling price,
- ✓ decide how to distribute (place) the offer,

Memorandum For Marketing Management 20n4

Ben Van der Westhuyzen



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Memorandum on Marketing Policy Charles Edward Platt,1956 **Instructor's Manual for Marketing Management** ,1985 *Marketing Management Text and Cases* Rajiv Lal,John A. Quelch,V. Kasturi Rangan,2004-05
Marketing Management Text and Cases 1 e includes a new collection of cases from Harvard Business School HBS sets the standard for effective case writing and teaching and provides here the latest cases in Marketing Management

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Outline of Study Marketing Laws Survey,1940 *Course in Marketing Management* American Management Association,1956* **Marketing Management** Prentice Hall PTR,2000-01 MARKETING MANAGEMENT. VICTOR P. BUELL,1985 *Marketing Management in Practice* John Williams,2003 *Readings and Cases in Marketing Management* Alvin C. Burns,David W. Cravens,1987 Lectures in Marketing Management William G. Panschar,1988

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dec 1 2017 this specification covers dimensions tolerances and marking requirements for api threads and the gauges that control the acceptance criteria for the threads thread element gauges instruments and requirements for the inspection of threads for line pipe round thread casing round thread tubing and buttress casing connections are included

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btc 215 90 263 52 15 82 8 5 8 stc 244 48 196 85 16 23 8 5 8 ltc 244 48 254 00 21 67 8 5 8 btc 244 48 269 88 20 86 9 5 8 stc 269 88 196 85 18 03 9 5 8 ltc 269 88 266 70 25 45 9 5 8 btc 269 88 269 88 23 16 10 3 4 stc 298 45 203 20 20 78 10 3 4 btc 298 45 269 88 25 74 11 3 4 stc 323 85 203 20 22 64 11 3 4

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the btc thread has higher joint and bending strengths than ltc or stc as a result this thread is often used in deeper wells where higher hook loads are experienced thread compound must also be used to obtain a seal with btc btc is also run in horizontal wells where doglegs can cause high bending loads on larger casings

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1 to avoid cross threading stab pipe in a smooth controlled fashion ensuring the pipe is vertical when doing so continue to support and stabilise the pipe throughout the stabbing and make up operation 2 upon commencement of initial rotation use low rpm 5 rpm or below in order to ensure the pipe has not cross threaded during stabbing 3

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btc has a square thread with a flat root and crest a runout design and five buttress threads per inch each thread type is suited for a specific well condition stc is a good choice for shorter length casing applications that do not involve high axial loads or bending

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the two steps are identified as 1 the 75 percent shoulder width method 2 the mismatched outside diameter method the two methods are fully described in annex i 6 2 3 other considerations table 3 table a 3 have bevel diameters that cover a range from a suggested minimum od to a maximum od the tables also contain a reference id

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api compatibility the connection s buttress thread profile makes it fully compatible with standard api buttress connections by being api compatible in both pin and box operators can use standard api accessories and draw on a wide range of threading

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casing pipe dimensions and weight chart for api round thread and buttruss thread lables outside diameter nominal linear mass t c wall thickness inside diameter drift diameter calculated mass c plain end mass gain or loss due to end finishing lb round thread buttruss thread 1 2 00 d in lb ft t in d in in lb ft short long rc scc

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inspection inspection criteria for all api connections is as outlined in api rp 5a5 ensure the complete thread area has no tears gouges or raised metal black crested threads within the complete thread area must not exceed 25 of the circumference of two 2 threads complete thread length is indicated in api rp 5b1

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btc buttruss threading this thread is designed to improve axial tensile or axial compressive load capacity and to provide leakage resistance ltc stc and btc are the same in appearance how to distinguish them that depends the outside diameter and application what s the use of ltc stc and btc

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api couplings and threads must comply with c 32 and c 33 or e 32 and e 33 below are two common api coupling dimensions btc for casing and eue for tubing api buttruss casing couplings dimensions btc casing coupling api external upset tubing coupling dimensions eue tubing coupling other requirements in api 5ct standard 1 appearance quality

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web what three reasons does antony give to prove that caesar was not ambitious as brutus claims he was he paid the ransom to get soldiers home cried about the poor and refused the crown three times what adjective does antony repeatedly use to describe brutus

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web a street enter cinna the poet cinna i dreamt to night that i did feast with caesar and things unluckily charge my fantasy i have no will to wander forth of doors yet something leads me forth enter citizens first citizen what is your name second citizen whither are you going third citizen

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web full play key facts julius caesar antony octavius antagonist setting genre allusions style tone foreshadowing metaphors and similes what are flavius and murellus angry about at the beginning of the play why does caesar decide to go to the senate despite his wife s warnings how does cassius die was assassinating caesar the right decision

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web first citizen will hear brutus speak second citizen will hear cassius and compare their reasons when severally we hear them rendered exit cassius with some of the citizens brutus goes into the rostrum third citizen the noble brutus is ascended silence brutus be patient till the last romans countrymen and lovers

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web act 3 scene 1 julius caesar act 3 scene 2 summary analysis new understand every line of julius caesar read our modern english translation of this scene next act 3 scene 3 themes and colors key summary analysis a crowd of plebeians follows brutus and cassius demanding satisfaction

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web jul 31 2015 line act 3 scene 1 scene 1 synopsis in the street caesar brushes aside artemidorus s attempt to warn him of the conspiracy once inside the capitol the conspirators gather around caesar under the guise of pleading for the return of an exile beginning with casca they stab caesar to death and bathe their arms and hands in his

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web julius caesar act 3 scene 1 the soothsayer again warns caesar artemidorus insists that what he has to say is of great importance to caesar personally but caesar brushes him off metellus cimber presents a petition to caesar he wishes to have his banished brother forgiven caesar denies him bragging of his constancy

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web at the feet of pompey s statue caesar killed pompey and now is dead at pompey s feet sc 1 what does brutus tell the conspirators to do after killing caesar to bathe their hands in caesars blood

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web by having caesar flippantly ignore these three blatant omens shakespeare highlights caesar s ego as a central factor in his downfall why does caesar refuse the crown when antony offers it to him there are differing responses to this question depending on which character provides the answer

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web if caesar were still living they d all be slaves while caesar was a lot of good things he had to die for his ambition to have let him live would be to submit to slavery and that s downright un roman brutus asks whether anyone doesn t love rome and

freedom and of course the answer is no so obviously caesar had to die

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web act 3 scene 1 caesar dismisses artemidorus warning the plot is carried out as antony flees antony sends a message to brutus cassius continues to doubt the loyalty of antony as caesar s funeral approaches antony sends a warning to octavius

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web may 5 2015 answers 1 he says because it is personal business it can wait he puts affairs of state before personal matters 2 popilius lena wishes him good luck in their enterprise and then he goes and

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web what happens when the soothsayer and artemidorus try to warn caesar he brushed them off both of them 1 soothsayer the ides of march are come 2 artemidorus what is the fellow mad insane why does cassius become alarmed by what popilius says to him

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web caesar s increasing power and the conspirators fear of tyranny is the central conflict of the play and reflects the theme of ambition what does caesar do when he realizes that brutus has stabbed him caesar gives up the fight and dies which conspirator is the last to stab caesar how does artemidorus role in act 3 1 reflect the theme of

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web buy study guide julius caesar summary and analysis of act 3 act three scene one caesar is headed to the senate house with all of the conspirators surrounding him he sees the soothsayer and tells the man that the ides of march have come the soothsayer responds with ay caesar but not gone 3 1 2