

# Assingments 2012- 2013

Business, Marketing



## **ASSINGMENTS 2012-2013**

Marketing Studies (1 year, Diploma)

### **BUSINESS ENGLISH Assignment**

Luis St. Jean is a famous design house in France with annual sales of \$1.2 billion in clothing, perfume, scarves, and other designer items. Each year it prepares more than 150 original designs for its seasonal collections. As head buyer for Cindy's, an upscale women's clothing store at the Mall of America in Minneapolis, you think you might like to start offering the LSJ's line of perfume. You need to know more about pricing, types of perfume offered, minimum ordering quantities, and marketing assistance provided by LSJ.

You would also like to know if you can have exclusive marketing rights to LSJ perfumes in the Minneapolis area and whether you would have to carry LSJ's complete line (you don't think the most expensive perfumes would be big sellers in your area). Write to Mr. Henri Vixier, License Supervisor, Luis St. Jean, 90513 Cergy, Pointoise Cedex, France, seeking answers to your questions. Your answer should be in a letter format requesting the necessary product information. You can make up all the necessary details. You are the marketing manager of a company selling electronic goods.

You are having a meeting with the board directors for introducing some new products in the Cypriot market. You need to prepare an agenda for the meeting and send that agenda to the board of directors in the form of a memo. In your answer, include all the necessary details you think are essential.

**Format:**

- Letter
- Memo, approx.

2000 words (in total), produced on a laser printer Deadline: 14th December 2012 (No assignment will be accepted after this date) 3 Assignment 2 You are an external consultant for an airline company.

You have been hired to assess the current declining customer numbers and provide advice to the company. Develop a report to be handed to the CEO including new ways/techniques to promote the company in both local and international markets. In your answer you should include examples to support your arguments taking into account the current competitive market, where the flight destinations for Cyprus are increasing as new airlines enter the Cypriot market. Format: Essay Type, 2000 words, produced on a laser printer Deadline: 12th April 2013 (No assignment will be accepted after this date)

**BUSINESS ORGANISATION****Assignment**

The group is to analyse a case study and prepare posters around identifying: three key OB issues in the case relevant OB theories for each of the OB issues recommendations for action to improve each of the three issues. The case study will be distributed during Week 5 of the module. Your seminar group will be asked to form syndicate groups of 5 people to develop answers to the case. Your poster group may use words, diagrams, drawings, images and cartoons on the posters to make your key points. The poster

presentation will take place during Week 8 at a time and place notified by the tutors in week 8.

There will be limited time for your group to work together in seminars and you may decide to meet outside of formal teaching times and communicate by phone, e-mail, conference calls and social networking sites. Each group member must complete a 'Peer Review Sheet'. This is an assessment by each member of a group on every other group member. It requires objective skills to critically assess the contribution of other members in your group. Your 'Peer Review Sheet' must be given to your seminar group tutor during the poster presentation session.

An example of the 'Peer Review Sheet' follows the Poster Presentations Marking Criteria. The poster presentation will be marked against the assessment criteria shown and individual marks adjusted taking into account the Peer Review. Work will be double marked and externally moderated in accordance with the University regulations. Assessment criterion 5 requires evidence in the form of agendas and minutes for meetings held by the group together with a one page analysis of the group working process. This should be submitted to your seminar group tutor on the poster presentation day together with your 'Peer Review Sheets'.

Please note: All members of your group MUST be present and prepared to answer any question stimulated by your poster from both the tutors and fellow students. Any person who is absent will receive a mark of zero for this assessment and fail the module. Deadline: 14th December 2012 (No assignment will be accepted after this date) 6 BUSINESS ORGANISATION Assignment 2 The final reflective report requires you to identify how you

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have applied OB theory, learned in the module, to develop your knowledge and skills in working with others.

You are to identify three issues, or topics, from the OB module where you can identify relevant experience to which you can apply OB theory. The experiences may be from your studies, from work, or from social groups or clubs to which you belong. For each of your three topics you are to identify relevant experience and select and apply appropriate OB theory to those experiences. You should evaluate the theory in analysing what happened and in guiding future action. To help you plan your final report you are to submit a proposal that forms part of the Groups and Teams portfolio. The proposal should be no more than 150 words.

Also a list of at least five academic references you intend to use, in Harvard format, should be provided. The final report should be a business report of 1500 words. Actual word count should be specified on the cover page of your report and outside +/- 10% will incur a penalty of 10%. References and any appendices should not be included in the word count. Deadline: 12th April 2013 (No assignment will be accepted after this date)

## **COMMERCIAL LAW**

### **Assignment**

P, a car salesman, is advertising one of his cars, made by Ferrari for sale at the price of 50000 Euro in the newspaper.

N sees the advertisement and calls to P offering him 40000 Euro. P rejects N's offer and tells N that he would be willing to discuss an offer for 45000 Euro. N agrees on the price but under the condition that P proves to her that the

car is indeed a genuine Ferrari. P promises to disclose all necessary documents in the next 3 weeks. N agrees and waits. 2 weeks later N discovers that P has sold the car to C for 50000 Euro. Advise N. Why is *Carlill v Carbolic Smoke Ball Co (1893)* a very important case? Format: Essay, approx. 2000 words (in total), produced on a laser printer Deadline: 14th December 2012 (No assignment will be accepted after this date)

## **COMMERCIAL LAW**

### **Assignment**

‘ Corporate personality refers to the fact that as far as the law is concerned a company really exists. As a result of this a company can sue and be sued in its own name, hold property under its own name and most importantly be liable for its own debts. ’ Discuss Format: Essay Type, 2000 words, produced on a laser printer Deadline: 12th April 2013 (No assignment will be accepted after this date)

## **ECONOMICS Assignment 1**

Analyse the Production Possibilities Frontier (PPF) and explain how it illustrates the main economic concepts of scarcity and opportunity cost.

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## **ECONOMICS Assignment 2**

**Given the table below:**

- Draw the demand and supply curves and show equilibrium.
- Demonstrate the shift due to the increase in quantity demanded on the same graph, illustrating clearly the new equilibrium.

- Analyse the factors that may cause a shift of the demand curve, both inwards and outwards.
- Analyse the factors that may lead to an inward or outward shift of the supply curve. Discuss the laws of demand and supply.
- Analyse the theory behind a movement along the 2 curves or a shift of the curves.

### **Assignment**

The Body Shop – good luck or good marketing? The body Shop may have grown rapidly during the 1970s and 1980s, but its founder, the late Dame Anita Roddick publicly dismissed the role of marketing. Roddick ridiculed marketers for putting the interests of shareholders before the needs of society. She had a similarly low opinion of the financial community, which she referred to as ‘merchant wankers’. While things were going well, nobody seemed to mind. Maybe Roddick had found a new way of doing business, and if she had the results to prove it, who needed marketers?

But how could even such an icon as Anita Roddick manage indefinitely without consulting the fundamental principles of marketing? By embracing ethical issues, was she way ahead of her rivals in understanding the public mood, long before the major retailers piled into Fairtrade and ‘green’ products? Or did the troubles that the Body Shop suffer in the late 1990s indicate that a company may publicly dismiss the value of marketing while the going is good, but sooner or later it will have to come back to earth with good old-fashioned marketing plans? Roddick had been the dynamo behind the Body Shop.

From her first shop, which opened in Brighton in 1976, she inspired the growth of the chain of familiar green-fronted shops, which in 2006 comprised 2,100 stores in 55 countries around the world. She was the first to introduce socially and environmentally responsible business onto the High Street and was talking about fair trade long before it became a popular corporate buzzword. Her pioneering products included naturally based skin and hair preparations, such as Fuzzy Peach Bath and Shower Gel and Brazil Nut Conditioner. Her timing was impeccable, coming just at a time when increasingly affluent consumers were becoming concerned about animal testing and the use of chemicals in cosmetics. She had gone down the classic market route of understanding consumer trends and then developing the appropriate products with the right positioning. She simply had a passion for humanely produced cosmetics and was just lucky with her timing - more consumers were coming round to her view just as she was launching her business. As for planning a promotion campaign, she did not really need to do very much at all. With her boundless energy, outspoken views, and unorthodox dress sense, she was continually being talked about in the media.

Her flair for publicity won free editorial space for the Body Shop worth millions of pounds. Much of the company's success has been tied up with its campaigning approach to the pursuit of social and environmental issues; but while Roddick campaigned for everything from battered wives and Siberian tigers to the poverty-stricken mining communities of southern Appalachia, the company was facing major problems in its key markets. Yet until the late



1990s, she boasted that the Body Shop had never been used, or needed, marketing.

By the late 1990s the Body Shop seemed to be running out of steam, with sales plateauing and the company's share price falling - from 370p in 1992 to just 65p in 2003. What was previously unique about the Body Shop was now being copied by others, for example, the Boots company matched one of the Body Shop's earliest claims that it did not test its products on animals. Even the very feel of a Body Shop store - including its decor, staff, and product displays - had been copied by competitors. How could the company stay ahead in terms of maintaining its distinctive positioning?

It causes seemed to be increasingly remote from the real concerns of shoppers. Whilst most UK shoppers may have been swayed by a company's unique claim to protect animals, how many would be moved by its support for Appalachian miners? If there was a Boots or a Superdrug store next door, why should a buyer pay a premium price to buy from the Body Shop? The Body Shop may have pioneered a very clever retailing formula over 20 years earlier, but, just as the product range had been successfully copied by others, other companies had made enormous strides in terms of their social and environmental awareness.

Part of the problem of the Body Shop was its failure to understand the dynamics of its marketplace. Positioning on the basis of good causes may have been enough to launch the company into the public's mind in the 1970s, but how could this position be sustained? Many commentators blamed the Body Shop's problems on the inability of Roddick to delegate. She is reported to have spent much of her time globetrotting in support of

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her good causes, but had a problem in delegating marketing strategy and implementation. Numerous strong managers who had been brought in to try to implement professional management practices apparently gave up in bewilderment at the lack of discretion that they had been given, and then left. The Body Shop's experience in America had typified Roddick's pioneering style which frequently ignored sound marketing analysis. She sought a new way of doing business in America, but in doing so dismissed the experience of older and more sophisticated retailers - such as Marks & Spencer and the Sock Shop, which came unstuck in what is a very difficult market.

The Body Shop decided to enter the US markets not through a safe option such as a joint venture or a franchising agreement, but instead by setting up its own operation from scratch - fine, according to Roddick's principle of changing the rulebook and cutting out the greedy American business community, but dangerously risky. Her store format was based on the British town-centre model, despite the fact that Americans spend most of their money in out-of-town malls. In 1996 the US operations lost \$ 3.4 million. Roddick's critics claimed that she had a naive view of herself, her company, and business generally.

She had consistently argued that profits and principles do not mix, despite the fact that many of her financially successful competitors have been involved in major social initiatives. Critics claimed that, had Roddick not dismissed the need for marketing for so long, the Body Shop could have avoided future problems; but by the early 2000s it was paying the price for not having devoted sufficient resources to new product development, to

innovation, to refreshing its ranges, and to moving the business forward in a competitive market and fast-changing business environment.

It seemed the heroes can change the rulebook when the tide is flowing with them; but adopting the disciplines of marketing allows companies to anticipate and react when the tide begins to turn against them. The year 2006 turned out to be a turning point for the Body Shop. In that year, the cosmetics giant L'Oreal acquired the company for ? 652 million. L'Oreal was part owned by Nestle, and both companies had suffered long disputes with ethical campaigners.

L'Oreal had been the subject of boycotts because of its involvement in animal testing, and Nestle had been criticized for its treatment of third-world producers. Ethical Consumer magazine, which rates companies' ethics on its 'Ethiscore', immediately down-rated the Body Shop from a rating of 11 to 2.5 out of 20, following the takeover by L'Oreal. A contributor to the magazine commented about the Body Shop. I for one will certainly not be shopping there again and I urge other consumers concerned about ethical issues to follow my example. There are plenty of other higher scoring ethical companies out there. 14

Not to be outdone, Roddick dismissed claims that she was 'selling out to the devil' by arguing that she would be able to use her influence to change L'Oreal from inside the company. Suppliers who had formerly worked with the Body Shop would in future have contracts with L'Oreal, and through an agreement to work with the company for 25 days a year, Roddick would be able to have an input into its ethical sourcing decisions. It seemed that the Body Shop was destined to become a safe, predictable company, carrying

out marketing in more of the textbook fashion that had allowed its new owners to grow steadily but surely over the years.

Maybe the missionary zeal had long ago gone out of the Body Shop, so perhaps having new owners who placed less emphasis on ethics would not be too great a price to pay in return for bringing the huge wealth of marketing experience of L'Oreal to the Body Shop. Part of the marketing experience of L'Oreal led it to believe Body Shop as an independent brand and to respect its trusted heritage. It was aware that ecological concerns were rapidly rising up mainstream consumers' concerns, and having Roddick on board would not only be good for PR, it could also change mindsets with L'Oreal more generally.

Roddick died soon after selling out to L'Oreal and her obituaries agreed that she had made a difference to the world. She certainly had put enormous energy into her mission and had been lucky with her timing. However, critics were more divided on whether she was a good marketer for the long haul; after all, it's relatively easy to make money when the tide is going with you and your luck is in, but much more difficult to manage a changing and increasingly saturated marketing environment.

Like many entrepreneurs who have been good at creating things, but not so good at maintaining them, was it simply time for Roddick to hand over to classically trained marketers who could rise to this challenge? Case study review questions 1. Critically assess the extent to which you consider the Body Shop to be a truly marketing-oriented organization throughout its 30+ years' history. (50%) 2. What are the basic lessons in marketing that the

Body Shop might have taken on board in its early years in order to improve its chances of long-term success? (50%) 15

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## **MARKETING MANAGEMENT**

### **Assignment 2**

To be handed out later Format: Essay Type, approx. 2000 words, produced on a laser printer Deadline: 12th April 2013 (No assignment will be accepted after this date)

## **STATISTICS**

### **Assignment**

The assignment is a development of the activities from Chapters 1 and 2 of the workbook. It consists of: (a) A short presentation made by groups of 2 or (maximum) 3 students based upon one of the research activities from chapter.

This will take place during the tutorials in week 5 (week commencing 29th October) and will account for 25% of the marks for the assignment. (b) An individual report of around 1200 words submitted by each student. This will account for the remaining 75% of the marks for the assignment. The handing-in deadline for this is 19th November. Tasks: 1. After forming groups of 2 or maximum 3 students, firstly you need to agree with yo ur RBD tutor which topic you are going to research from section 1. 9 of the RBD workbook. Within a seminar group, each group of 2/3 students will research a different topic. . During your tutorial of week 5, you will present the basic facts that

you have discovered to the rest of your tutorial group. This will involve an explanation of what you are researching, how you have chosen to answer the question (for some of the activities there are various ways of measuring the results), and what your findings are. You should use visual aids e. g. slides, to help your presentation. The individual report involves a discussion of the findings in your own words plus some further research and thought: 18 3.

Use the data you have collected to answer the research question chosen by your group i. e. report on what you have discovered. Basically you are repeating here, in your own words, the things that were mentioned in your group's presentation. 4. By conducting some further research from published sources, try and give an explanation for the results i. e. answering the question ' why? '. For example, if you were asked to produce some figures on crime, you might try to explain the reasons why the figures have changed over the years, or why they are higher in certain places or amongst certain groups of people.

By researching the relevant sources describe how the data were originally collected, including the sampling procedure where relevant. For example, if the figures were derived from the Opinions and Lifestyle Survey, you would be expected to obtain some information about this survey. Discuss any potential sources of error in the figures, such as response errors and errors caused by non-response. 5. Learning Outcomes The following learning outcomes are being assessed: Collect data using primary and secondary sources. Describe the procedures involved when conducting a sample survey.

Communicate findings using appropriate business formats. Allocation of marks: Presentation: 25 marks See the handout on Blackboard (filename Presentation assessment 2012 -13. docx) for an indication of what the assessors are looking for in the presentation. The content of the presentation carries a higher weighting than the style. Individual Report: Clarity of expression, use of English, grammar Answering the research question Further research into reasons behind the results, influential factors etc. Discussion of sampling procedures and non-sampling errors. 10 marks 25 marks 20 marks 20 marks

Additional Information: Group sizes are 2 or 3. Four people = 2 groups i. e. 2 different topics. Failure to attend the presentation will result in a mark of zero out of 25. 19 An assessors' report for this type of assignment is also available on Blackboard (filename RBD assessment feedback. docx). Deadline: 14th December 2012 (No assignment will be accepted after this date.