

Advanced Marketing Insurance Products and Services

3rd March 2024

Instructions to candidates

Read the instructions below before answering any questions

Three hours are allowed for this paper which carries a total of 160 marks, as follows:

Part I

1 compulsory question (case study) 80 marks

Part II

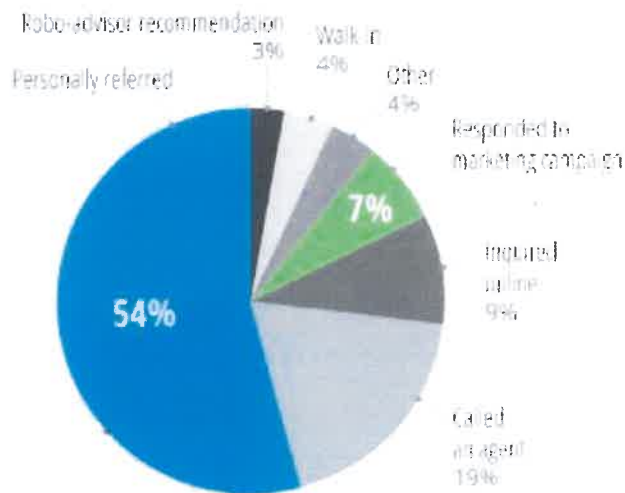
2 questions selected from 3 (scenarios) 40 marks each for a total of 80 marks

- You should answer the question in Part I, and two out of the three questions in Part II.
- You are advised to spend no more than 90 minutes on Part I and 45 minutes on each question selected in Part II.
- It is recommended that you spend 15 minutes reading and planning your answer to the case study and 75 minutes answering it and that you spend 10 minutes reading and planning your answer to each scenario and 35 minutes answering it.
- A case study tests extensively across syllabus learning outcomes, whilst a scenario will be more focused on specific learning outcomes.
- Read carefully all questions and information provided before starting to answer. Your answer will be marked strictly in accordance with the question set.
- You may find it helpful in some places to make rough notes in the answer booklet. If you do this, you should cross through these notes before you hand in the booklet.
- Answer each question on a new page. If a question has more than one part, leave six lines blank after each part.

PART I
Case study
This question is worth 80 marks
You should include relevant examples and further reading in your answer where applicable

QUESTION 1

CASE STUDY



Deloitte Insights | deloitte.com/insight

Your Chief Operations Officer has shared with you the above chart. The pie chart represents the findings of a recent questionnaire that was conducted in the indigenous market.

QUESTION

Explain how you would design a marketing strategy to ensure the better spread of the promotional tools, distribution channels and outreach.

Your answer must include a SWOT analysis and a full marketing plan addressing and improving on the results in the case study, after the company has made a substantial marketing campaign investment in payment facilities, promotion and distribution channels.

(80 marks)

PART II
Scenarios
Answer TWO of the following THREE questions.
Each question is worth 40 marks

QUESTION 2

SCENARIO

XYZ Insurance Company is a well-established insurance provider that offers a range of insurance products and services to its customers. The company has been facing challenges in effectively marketing its insurance offerings and reaching its target audience. As a result, XYZ Insurance Company has experienced a decline in sales and is seeking assistance to develop a comprehensive marketing strategy in the light of fierce competition and an adverse economic climate. The company offers various insurance products, including life insurance, health insurance, motor insurance and home insurance.

QUESTION

Discuss how XYZ Insurance Company can effectively overcome competitive pressure by employing a competitive positioning strategy, keeping in mind the economic climate and related external factors.

(40 marks)

QUESTION 3

SCENARIO

In 2018, when the team at L'Oréal Paris chose to promote the launch of their new range of *Pure Clay Masks*[®] in all digital environments, they knew they wanted to use advanced marketing techniques to increase brand awareness and drive effectiveness. To this effect, they teamed up with Google Platform to get their message across.

QUESTION

Using your knowledge of branding, particularly brand management and communication methods, explain how L'Oréal Paris's success story could possibly be replicated by an insurance company, supporting your answer with real-life examples.

(40 marks)

QUESTION 4

SCENARIO

Globally, Nestlé attempts to secure its pricing strategies to achieve its financial objectives. These strategies typically involve the penetration and skimming strategy. The price of Nestlé products automatically rises when they are exported to other regions. Alternatively, it also implements price skimming, as it sets a higher price at the start and then ultimately reduces the price based on the customer demand.

What has made Nestlé successful with consumers, is that it adapts to different pricing strategies according to the regions and according to the product offered. It gives preference to the demands of its customers and tries to provide the best quality products at different price ranges so that all segments of consumers are able to afford its products, hence, increasing the sales and profits for the company.

QUESTION

In the context of the insurance environment and the nature of products and services provided by insurance companies, discuss with reasons, whether the pricing strategies adopted by Nestlé could be replicated by insurance undertakings, explaining what would work or not, if at all.

(40 marks)
