

# Marketing Case & Multiple Choice Questions

## Part 1: Case

A fast-growing logistics company called **SwiftShip** operates across Europe and focuses on same-day and next-day delivery services for both individuals and businesses. The company differentiates itself by offering flexible delivery options, such as choosing delivery time slots, real-time tracking via an app, and easy return services.

SwiftShip has invested heavily in customer service and digital tools. Customers can contact the company via chat, social media, or phone, and complaints are often handled within hours. However, due to rapid growth, some customers have recently experienced delays and damaged packages, which have been widely shared on social media.

Despite these issues, SwiftShip continues to promote reliability, speed, and customer-centric service as its core values.

---

## Discussion Questions

1. Give examples of two **needs** and two **wants** that SwiftShip customers demonstrate. Clearly distinguish between these concepts.
  2. Describe the **value** that SwiftShip provides to its customers in terms of benefits and costs.
  3. Evaluate SwiftShip's performance compared to customer expectations. What are the two possible outcomes of this evaluation?
  4. Which of the five marketing management philosophies best applies to SwiftShip? Explain your answer using the case.
  5. Discuss two advantages and two disadvantages of social media for SwiftShip.
- 

## Answers – Discussion Questions

### 1. Needs vs Wants

- **Needs:**

- The need to transport a package from one location to another reliably.
- The need for control and certainty over delivery (e.g., knowing when it arrives).

- **Wants:**

- Same-day or next-day delivery options.
  - Real-time tracking via a mobile app and flexible delivery time slots.
-

## 2. Customer Value

• **Value = Benefits – Costs**

• **Benefits:**

- Fast delivery (same-day/next-day)
- Flexible delivery options
- Real-time tracking
- Easy returns
- Strong customer service

• **Costs:**

- Shipping fees
  - Time spent arranging delivery or resolving issues
  - Potential inconvenience if delays or damage occur
- 

## 3. Customer Satisfaction

Customer satisfaction depends on the comparison between **expected performance** and **perceived performance**.

- If performance  $\geq$  expectations  $\rightarrow$  **satisfaction or delight**
- If performance  $<$  expectations  $\rightarrow$  **dissatisfaction**

In this case:

- High expectations (speed, reliability)
- Mixed performance (good service but delays/damage)

Thus, both satisfaction and dissatisfaction can occur.

---

## 4. Marketing Management Philosophy

The **marketing concept** best applies.

Reason:

- Focus on customer needs and satisfaction
  - Investment in service and communication channels
  - Aim to deliver superior value compared to competitors
-

## 5. Social Media

### Advantages:

1. Direct communication with customers and fast problem resolution
2. Increased engagement and brand visibility

### Disadvantages:

1. Negative experiences spread quickly and publicly
  2. Higher expectations for immediate responses
- 

## Part 2: Multiple Choice Questions

### Question 1

A regional bike-sharing company is growing rapidly in a city where traffic congestion is increasing. More commuters are switching to bikes. The company is gaining market share in a fast-growing market.

What is the correct BCG classification?

- A. Cash Cow
- B. Star
- C. Dog
- D. Question Mark

**Answer:** B. Star

---

### Question 2

The bike-sharing company launches a campaign to encourage existing users to use bikes more frequently instead of public transport.

Which growth strategy is this?

- A. Market penetration
- B. Market development
- C. Product development
- D. Diversification

**Answer:** A. Market penetration

---

### Question 3

Company A and Company B have the following data:

- Company A: Revenue = 100M, Cost of goods sold = 60M

- Company B: Revenue = 80M, Cost of goods sold = 50M

Which statement is correct?

- A. Gross profit cannot be calculated
- B. Net profit cannot be calculated
- C. Company B has higher gross profit than Company A
- D. Company A has higher gross profit than Company B

**Answer:** D. Company A has higher gross profit

---

#### Question 4

Using the same companies:

- Marketing costs: A = 20M, B = 10M

What is correct about Net Marketing Contribution (NMC)?

- A. A > 40M
- B. B > 30M
- C. A > B
- D. B > A

**Answer:** C. A > B

---

#### Question 5

Which statement is correct regarding Marketing ROS and ROI?

- A. A has higher ROS and higher ROI
- B. A has higher ROS but lower ROI
- C. B has higher ROS and higher ROI
- D. B has lower ROS but higher ROI

**Answer:** C. B has higher ROS and higher ROI

---

#### Question 6

A restaurant receives an NPS of 30 from 200 customers. If 50% are promoters and 20% are detractors, how many customers are passive?

- A. 40
- B. 60
- C. 80
- D. 100

**Answer:** B. 60

(Explanation: Promoters = 100, detractors = 40 → passives = 60)