

EGT2
ENGINEERING TRIPOS PART IIA

Friday 8 May 2026 14.00 to 15.40

Module 3E2

MARKETING

*Answer not more than **two** questions.*

All questions carry the same number of marks.

*The **approximate** percentage of marks allocated to each part of a question is indicated in the right margin.*

*Write your candidate number **not** your name on the cover sheet.*

STATIONERY REQUIREMENTS

Single-sided script paper

SPECIAL REQUIREMENTS TO BE SUPPLIED FOR THIS EXAM

None

10 minutes reading time is allowed for this paper at the start of the exam.

You may not start to read the questions printed on the subsequent pages of this question paper until instructed to do so.

You may not remove any stationery from the Examination Room.

1 The Cambridge Museum of Zoology is a well-known museum located on Downing Street in Cambridge. Its iconic centrepiece (a 21-metre Fin Whale skeleton suspended in the entrance hall) attracts considerable attention from visitors and the media. Although the museum benefits from a prestigious association with the University of Cambridge and offers free entry, its marketing activity has historically been limited. The museum has now hired you as a marketing consultant to help strengthen its brand and increase visitor engagement.

(a) Although visitor satisfaction scores for the museum (particularly for the Fin Whale exhibit) are consistently high, overall customer loyalty and repeat visits remain low. Why might this be the case? What specific advice would you give the museum to address this issue? [35%]

(b) The museum currently benchmarks its pricing decisions (for special exhibitions, events, and merchandise) against other local cultural institutions, and sets them at a similar level. Evaluate this pricing approach. What would you recommend the museum should do in the future regarding its pricing strategy? [30%]

(c) What could the Museum of Zoology do to become more market oriented, and why is this desirable? Provide specific, actionable recommendations. [35%]

2 A start-up called PedalEase is preparing to launch an innovative electric bicycle in the UK designed for short urban commutes. The founders believe the product's unmatched lightweight frame, integrated navigation system, and subscription-based maintenance service will differentiate it from other e-bikes already in the market. Although the engineering team is confident in the product's performance, the founders are unsure how to evaluate market attractiveness, develop a distinctive strategy, and segment the market effectively:

- (a) Using appropriate frameworks from the marketing planning process, assess the attractiveness of the e-bike market for PedalEase. [30%]
- (b) The founders want to design a strategy that clearly differentiates PedalEase from established e-bike brands. Explain how the strategy curve can be used to identify opportunities for differentiation, and propose what a compelling curve might look like for PedalEase? [35%]
- (c) Recommend how PedalEase should segment the market and position itself relative to competitors. [35%]

3 A new premium sparkling water brand, AQUARISE, is preparing to enter the UK market in 2026. The category is dominated by well-established brands such as San Pellegrino, Perrier, and Highland Spring. The founders claim that AQUARISE will differentiate itself through a subtle citrus–botanical flavour and a minimalist design aimed at “urban clarity seekers”: people who want refreshing products that symbolise balance, simplicity, and focus. The company has hired you as a brand and communications consultant.

(a) Discuss how brands can typically build brand equity, and then apply these principles to AQUARISE. Provide specific recommendations on how the brand could build its own equity in the UK sparkling water market. [30%]

(b) The founders believe that AQUARISE should be positioned around a blend of archetypes rather than a single one. Is this a good idea? Why or why not? Based on your view, which archetype(s) would best support the brand’s story and how would this be executed in practice? [30%]

(c) AQUARISE’s communications budget is limited. Recommend a communication strategy that helps the brand break through customer apathy. In your answer, identify its communication objectives and tasks, and explain how the brand could break through the clutter. [40%]

END OF PAPER