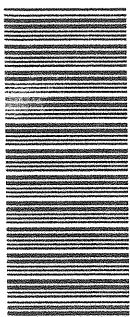


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINATION

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

(4030054)

9 June 2014 (Y-Paper)
13:00–16:00

This question paper consists of 9 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
MARKETING MANAGEMENT N4
TIME: 3 HOURS
MARKS: 200

NOTE: If you answer more than the required number of questions, only the required number of questions will be marked. All work you do not want to be marked must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. SECTION A is COMPULSORY.
 2. Answer any THREE questions in SECTION B.
 3. Read ALL the questions carefully.
 4. Number the answers correctly according to the numbering system used in this question paper.
 5. Neatness, style and a systematic exposition of facts are required. Where possible, answer questions by point, but always in full sentences.
 6. Write neatly and legibly.
-

SECTION A**QUESTION 1**

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.10) in the ANSWER BOOK.

- 1.1 The company follows a differentiated market segmentation strategy when it serves one market segmentation.
- 1.2 An initiator is a person who goes out and purchases the product.
- 1.3 Finance is the backbone of any organisation.
- 1.4 Marketing research is a process by which data of the market environment is collected.
- 1.5 Macro marketing entails the study and analysis of the global marketing system that exists.
- 1.6 The sample element does not require a description of the target market and characteristics of the sample element.
- 1.7 Consumerism is the aimed at reconciling the rights of buyers and sellers.
- 1.8 The marketing manager has no control over the marketing mix.
- 1.9 A marketing schedule identifies different markets in both qualitative and quantities.
- 1.10 Inflation can be seen as an increase in prices at faster rate than the increase in income.

(10 × 2) [20]

QUESTION 2

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.5) in the ANSWER BOOK.

2.1 The traditional marketing concept is based on three pillars.

Which ONE of the following is not a pillar of marketing concept?

- A Profit orientation
- B Social orientation
- C System orientation
- D Consumer orientation

2.2 Which ONE of the following is not a result of competition?

- A Better quality product
- B Lower prices
- C Technological innovation
- D Lower level of consumer service

2.3 Demographic segmentation involves collecting information on ...

- A Social class
- B Family size
- C Race
- D All the above mentioned

2.4 Which ONE of the following is NOT part of the segmentation process?

- A Product differentiation
- B Position the product
- C Finalize the marketing strategy
- D Choose specific target markets

2.5 Questionnaires are the most frequently used instrument for the collection of primary data.

Which ONE is the type of question asked in questionnaires?

- A Leading questions
- B Reflective questions
- C Closed questions
- D Hypothetical questions

(5 × 2) [10]

QUESTION 3

Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (3.1–3.10) in the ANSWER BOOK.

international forces; opportunities; reference group; attitude;
physical environment; awareness; marketing segmentation; market;
exploratory research

- 3.1 The type of research which is usually carried out to get more information concerning certain variables, problems and opportunities.
- 3.2 Gaps that develop in the market area and can be turned into profitable results for the company.
- 3.3 People and organisations that have specific needs that must be satisfied have money available and who are willing to spend money to satisfy those needs
- 3.4 Formal and informal groups that influence the behaviour of individual.
- 3.5 Foreign culture, laws and products entering a country.
- 3.6 The driving force within individuals that implies them to action.
- 3.7 The process by which the total heterogeneous market is divided into homogeneous segment.
- 3.8 The environments from which organization get its resources.
- 3.9 The consumer heard of the new product but has no further information.
- 3.10 It is a human inflexible tendency to perceive information and act in a certain manner.

(10 × 2) [20]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions from SECTION B.

QUESTION 4

- 4.1 After making a purchase consumer experience a feeling of uncertainty about the purchase.
- Briefly describe FOUR reasons that increase cognitive dissonance after purchasing a product. (4 × 2) (8)
- 4.2 Briefly describe the FOUR rights of consumers. (4 × 3) (12)
- 4.3 The influence of the family on consumer behavior is of importance to marketing management in the development of the marketing strategy.
- Name FIVE phases in the family life cycle and briefly explain the consumer behavior patterns of each phase. (5 × 4) (20)
- 4.4 The decision process is strongly influenced by many individuals and social variables. These variables are activated as soon as the consumer becomes aware of the product.
- Name FIVE determinants of consumer behavior. (5 × 2) (10)
- [50]**

QUESTION 5**CASE STUDY**

Teenagers of 12–18 of age are among the most targeted youth groups by today's marketers. They surround themselves with music, face book, internet, and clothing, and express their lifestyle. How do marketers reach this important group? Factories like Nike, Coca - cola; LG and Samsung have managed to strike the right notes.

- 5.1 Identify FOUR demographic factors for those teenagers. (4 × 4) (8)
- 5.2 In the case study youths uses internet to buy products.
Briefly discuss THREE factors in the technological environment that may influence marketing. (3 × 2) (6)
- 5.3 Give ONE example of each the following that may be marketed in South Africa
- 5.3.1 Goods
 - 5.3.2 Service
 - 5.3.3 Organisation
 - 5.3.4 Person
 - 5.3.5 Idea
- (5 × 2) (10)
- 5.4 Briefly explain THREE benefits of market segmentation (3 × 4) (12)
- 5.5 In the case study they mentioned Nike brand and Samsung.
Name FOUR well-known brands for clothing that young people would like to wear. (4 × 2) (8)
- 5.6 It is the task of marketing management to be aware of the present state of economy.
Give THREE variables that can influence the economic environment to substantial degree. (3 × 2) (6)

[50]

QUESTION 6

- 6.1 Muzi has been appointed as marketing manager of a company called ALERT STEEL manufacturers. They specialize in manufacturing steel pipes.
- Shortly discuss TEN duties of Muzi's task in the marketing environment. (10 × 2) (20)
- 6.2 Describe THREE disadvantages of market segmentation. (3 × 2) (6)
- 6.3 Market aggregation is also referred to mass-market strategy.
- Name the FOUR benefits of market aggregation. (4 × 2) (8)
- 6.4 Market research is the key element in any marketing system.
- Briefly describe THREE roles of market research. (3 × 2) (6)
- 6.5 Marketing management executes various functions in the enterprise.
- Name FIVE functions of marketing. (5 × 2) (10)
- [50]**

QUESTION 7

- 7.1 High inflation and recession usually go together and supplement each other.
- Discuss THREE strategies during recession that marketing management can apply to supplement the market. (3 × 4) (12)
- 7.2 Discuss THREE prerequisites that must be present for sensible segmentation of markets. (3 × 2) (6)
- 7.3 Tumelo and Majuba exposed to the same stimuli, but both can respond differently. The consumer can decide when he/she wants to react to what. It can be seen as selective perception.
- Give FOUR examples of selective perception. (4 × 2) (8)
- 7.4 A disadvantage of differentiated market segmentation is that it generates higher costs.
- Give SIX examples of those higher costs. (6 × 2) (12)

7.5 Which macro-environmental forces or external variables are being described in each of the following:

7.5.1 Foreign products.

7.5.2 Damage to the ozone layer.

7.5.3 The internet.

7.5.4 Effective government.

7.5.5 Wage levels and higher price levels.

7.5.6 Better health care.

(6 × 2) (12)
[50]

TOTAL SECTION A: 150
GRAND TOTAL: 200