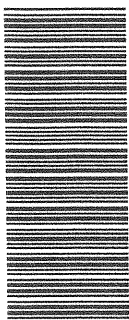


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N990(E)(M29)H
JUNE EXAMINATION**

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

(4030054)

**29 May 2013 (Y-Paper)
13:00–16:00**

This question paper consists of 8 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. Answer ALL questions in SECTION A.
 2. Answer any THREE questions in SECTION B.
 3. Read ALL the questions carefully.
 4. Number the answers according to the numbering system used in this question paper.
 5. Write neatly and legibly.
-

SECTION A (COMPULSORY)**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 (1.1–1.15) in the ANSWER BOOK.

- 1.1 The cultural group to which a person belongs, does not influence his or her purchasing behaviour.
- 1.2 Product, price, place and promotion combines are referred to as the marketing offering.
- 1.3 A survey is an example of a data collection tool.
- 1.4 Marketers can more easily increase or decrease prices than they can influence other components of the marketing mix.
- 1.5 The price of a product reflects the product's value to the consumer.
- 1.6 Consumers who share the same demographic and social characteristics tend to have the same consumer characteristics.
- 1.7 A company needs input from the market environment to exist and to survive.
- 1.8 The objective of consumerism is to reconcile the rights of buyers and sellers.
- 1.9 There is a great degree of overlapping in leadership and follower rules.
- 1.10 The acceptance process is useful to management if the marketer can determine at which phase the consumer finds himself.
- 1.11 Profitable opportunities can be identified by segmentation when an analysis of the market points to segments that have not been developed yet.
- 1.12 It is possible to serve different target markets with a single product.
- 1.13 Product differentiation does not form part of the product policy.
- 1.14 Predictive research is used to provide an accurate description of an opportunity, threat or a specific situation to be investigated.
- 1.15 The willingness of the consumer to spend or save his expendable income does not depend on his economic expectations.

(15 × 2) **[30]**

QUESTION 2

Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word(s) next to the question number (2.1–2.10) in the ANSWER BOOK.

organised resistance; perception; prospecting; marketing concept; motivation; product positioning; cognitive dissonance; inflation; recycling; benefit theory

- 2.1 The driving force within individuals that impels them to action.
- 2.2 When a consumer experiences a feeling of uncertainty about his/her purchase, value and opinion after making the purchase
- 2.3 Based on the general acceptance that consumers compare products by using variables such as price, quality and value
- 2.4 Used to explain consumer behaviour
- 2.5 A philosophy that serves as a directive according to which marketing management should make decisions
- 2.6 May develop when departments such as manufacturing and finance do not agree that all employees should act in a marketing-orientated way
- 2.7 Locating the consumer is also known as ...
- 2.8 The action to provide bins at supermarkets for plastic, cardboard and packaging that is discarded
- 2.9 An increase in prices at a faster rate than the increase in income.
- 2.10 The way or process by which an individual selects, organises and interprets stimuli to form a meaningful and understanding overall picture

(10 × 2) [20]

TOTAL SECTION A: 50

SECTION B

Answer any THREE of the four questions in SECTION B.

QUESTION 3

3.1 Marketing has various functions.

Explain what each of the following marketing functions is and why it is used:

3.1.1 Tracing (locating) the consumer (5)

3.1.2 Storing (5)

3.1.3 Standardisation (2)

3.2 List any SIX advantages of standardisation. (6 × 2) (12)

3.3 3.3.1 Name FOUR principles of the marketing concept. (4)

3.3.2 Briefly describe each principle named in QUESTION 3.3.1. (4 × 2) (8)

3.4 To which element of the marketing mix is being referred in each of the following definitions?

3.4.1 Decisions centre around the availability of products wherever consumers need them.

3.4.2 It is to inform, persuade and remind the general consumer of the existence and benefits of a business.

3.4.3 It is the heart of the marketing mix.

3.4.4 This component is the most flexible of the four components and can be adjusted according to the market factors and circumstances.

(4 × 2) (8)

3.5 What consumer benefit or need is satisfied by the following products?
(For example: Mr Price clothing – value for money, economical prices)

3.5.1 Instant breakfast cereal

3.5.2 Nike shoes

3.5.3 Avis rent-a-car

(3 × 2) (6)

[50]

QUESTION 4

Read the following case study and answer the questions.

TWITTER IS FRESHER

Heard the nursery rhyme about the Tweet baker and the candlestick maker? A London bakery has just begun using Twitter to alert customers when its freshly-baked products are about to come out of the oven.

The system, called Baker Tweet, has been developed by a digital creative agency which is just across the road from the bakery in question. Staff there developed the idea as a way of ensuring they would always be first on the scene when freshly-baked goodies became available.

They've now realised its commercial potential and have started marketing it to the hospitality industry. In simple terms it's a bakery-proof box that sends messages wirelessly to Twitter. The clever part is that bakers can update their messages and product descriptions using a simple web interface.

[Source: www.bakertweet.com]

- | | | |
|-----|--|--------------|
| 4.1 | Briefly explain the use of Twitter. | (2) |
| 4.2 | There are at least six conditions that must be satisfied in order to have a successful trade process. | |
| | Name these SIX conditions. | (6 × 2) (12) |
| 4.3 | Technological breakthroughs can lead to changes. | |
| | Briefly discuss. | (3 × 2) (6) |
| 4.4 | Describe the THREE ways marketing management is involved in the progress of technological change. | (3 × 2) (6) |
| 4.5 | Which SIX external macro-environment variables should be considered before a product can be distributed? | (6 × 2) (12) |
| 4.6 | State SIX demographic characteristics that can be used to segment a market and describe each target market for the bakery. | (6 × 2) (12) |
| | | [50] |

QUESTION 5

5.1 The changed role of women has many implications for marketing managers.

Give FIVE examples of how marketing management recently adapted to the new role of women in South-Africa. (How the role of women has impacted on families and their consumer behaviour). (5 × 2) (10)

5.2 Why is it of interest to marketers to know more about social classes? (3)

5.3 5.3.1 Name the FIVE phases in the family life cycle. (5)

5.3.2 Briefly explain EACH of the FIVE phases that you named in QUESTION 5.3.1 and give an example of ONE product that would be in high demand during that specific phase. (5 × 2) (10)

5.4 It is the responsibility of individual consumers to make sure that their rights are enforced.

5.4.1 Name the FOUR basic consumer rights. (4)

5.4.2 Briefly describe EACH of the FOUR rights that you named in QUESTION 5.4.1. (4 × 2) (8)

5.5 Name the trends that caused an increase in demand of the following products. Write only the answer next to the question number (5.5.1–5.5.5) in the ANSWER BOOK.

(A trend refers to a general change in consumer life style that leads to a demand for a specific product.)

	PRODUCT	TREND
5.5.1	Retirement villages	
5.5.2	Lipstick mirrors on the driver's side of cars	
5.5.3	Fat-free milk	
5.5.4	Microwave meals	
5.5.5	Single-serving frozen vegetables	

(5 × 2) (10)
[50]

QUESTION 6

- 6.1 Segmenting a market is a logical process. The segmentation process follows certain steps.

Place the following steps in the segmentation process in the correct sequential order:

- Position the product
- Monitor the marketing strategy
- Identify and describe the market
- Evaluate potential segments
- Choose specific target markets
- Identify the principles for market segmentation
- Identify the abilities of the company
- Analyse the characteristics and needs of the potential buyers
- Analyse the competitive advantage
- Finalise the marketing strategy (10)

- 6.2 Identify the FOUR benefits of market aggregation and explain each briefly. (4 × 2) (8)

- 6.3 Not all consumers move through the phases of the acceptance process at the same pace. Six groups of acceptors can be identified.
- Name and briefly describe the SIX groups in terms of when each accepts a new product as well as the general characteristics of each group. (6 × 3) (18)

- 6.4 Name and briefly describe the THREE different facets of the marketing information system (MIS). (3 × 3) (9)

- 6.5 Name familiar persons who can be used as opinion formers in the community to market the following products: (Remember that these people must be known to the general public.)

6.5.1 Perfume

6.5.2 Spur burgers

6.5.3 Defy dishwasher

6.5.4 Instant breakfast cereal

6.5.5 Adidas running shoes

(5 × 1) (5)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200