



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
JUNE EXAMINATION
MARKETING MANAGEMENT N4**

14 JUNE 2016

This marking guideline consists of 6 pages.

SECTION A**QUESTION 1**

- 1.1 True
- 1.2 False
- 1.3 False
- 1.4 True
- 1.5 True
- 1.6 False
- 1.7 False
- 1.8 True
- 1.9 False
- 1.10 True

(10 × 2) **[20]**

QUESTION 2

- 2.1 B
- 2.2 D
- 2.3 A
- 2.4 B
- 2.5 B
- 2.6 C
- 2.7 A
- 2.8 B
- 2.9 B
- 2.10 D

(10 × 2) **[20]**

QUESTION 3

- 3.1 D
- 3.2 E
- 3.3 A
- 3.4 B
- 3.5 C

(5 × 2) **[10]**

TOTAL SECTION B: 50

QUESTION 4

- 4.1 Madumbi (2)
- 4.2
- Sweet potato
 - Bay potatoes
- (2 × 2) (4)
- 4.3
- The consumer can use the product with safety.
 - Risks are eliminated.
 - There is a reduction in financial and production costs.
 - There is a reduction in marketing costs.
- (4 × 2) (8)
- 4.4
- Geographical✓ – They live in rural hills of Kwazulu-Natal.✓
 - Cultural changes✓ – They turn their traditional food into business.✓
 - Language relation✓ – They are Zulu farmers.✓
 - Education level✓ – They are uneducated people who have no electricity.✓
 - Income falters✓ – They have no money as they live in a rural place.✓
- (Any 4 × 2) (8)
- 4.5
- Choice and composition of the target market.
 - The marketing objectives.
 - Structure of the marketing department.
 - Marketing plan and the marketing mix.
 - How control will be exercised over the execution of the marketing plan.
- (5 × 2) (10)
- 4.6
- Storing stabilises the demand for the product.
 - Some organisations store goods to protect themselves against natural disasters.
 - Products are stored in order to improve their quality.
- (3 × 2) (6)
- 4.7
- Shortage of energy and food lead to increased costs.
 - The increasing cost of energy leads to increases in production costs.
 - Increasing pollution levels.
 - The use of recyclable polystyrene and paper bags as packaging.
 - Increased government involvement in protection of natural resources.
 - Organisations become aware of environment conservation.
- (6 × 2) (12)
- [50]**

QUESTION 5

- 5.1.1
- Mr. Hully because as a father he has the money to buy the shoes.
 - Kwanele depends on him. (2 × 2) (4)
- 5.1.2
- It can be a single reference person.
 - An opinion leader is involved when there is a purchase of new and high-risk products.
 - They take the risk of financial loss if the consumer is discouraged by a purchased product.
 - Consumers persuade the opinion leader to accept the product. (Any 3 × 2) (6)
- 5.2 Automatic group✓✓ – To which a person belong automatically.✓✓
Associative groups✓✓ – To which a person aspires to belong.✓✓ (2 × 4) (8)
- 5.3
- Culture satisfies the needs of people with a society.
 - It develops over a long period of time and is shared by all members of a community.
 - Human interaction causes values to develop.
 - Culture is learned and passed on from one generation to the next.
 - Culture provides order to a community through common expectations.
 - Culture contains sub-cultures which maintain their own norms, values and symbols. (6 × 2) (12)
- 5.4
- The income of the consumer.
 - His/Her willingness to spend money.
 - His/Her evaluation of the relative benefits.
 - The prices of substitute products. (4 × 2) (8)
- 5.5
- Learning takes place more rapidly and is remembered much longer if the product is important to the consumer.
 - Repetition is necessary so that the message is imprinted.
 - Special messages that are easily remembered.
 - Aspects that are mentioned first and last are remembered better.
 - The promise of a reward or punishment makes the learning process easier.
 - Demonstrations simplify the process.
 - Serious and terrifying messages are avoided because the messages can be misinterpreted. (Any 6 × 2) (12)
- [50]**

QUESTION 6

- 6.1
- At least two participants must be present.
 - Each participant must own something that the other party wants.
 - The participants must want to negotiate with each other.
 - The participants must be able to execute the order.
 - Each participant must be free to accept or refuse the offer.
 - Each participant must be able to execute the other's terms. (6 × 2) (12)
- 6.2
- First buyers/acceptors✓ – Consumers who accept and purchase the product first.✓✓
 - Early buyers/acceptors✓ – Tend to be part of the local system and they use sales personnel as sources of information.✓✓
 - Late majority✓ – They accept new products before average acceptors.✓✓
 - Average acceptors✓ – (*Explanation not provided*) ✓✓
 - Delayers/laggards✓ – Consumer who accept the products last.✓✓
 - Non-acceptors✓ – People who do not accept the product.✓✓ (6 × 3) (18)
- 6.3
- Profitable opportunities can be identified by segmentation when an analysis of the market points to segments that have not been developed.✓✓
 - It indicates the need for the development of separate presentations and marketing strategies for the different segments.✓✓
 - A well-developed market presentation directed at the needs, demands and preferences of consumers can ensure better consumer satisfaction.✓✓ (3 × 2) (6)
- 6.4
- Descriptive✓ – Activities that fulfill these roles are the obtaining and offering of timely, accurate and relevant information.✓
 - Analytic✓ – the data collected is analysed.✓
 - Predictive✓ – the information collected is used to make predictions.✓ (3 × 2) (6)
- 6.5
- End-user market✓ – final consumers that buy goods.✓
 Industrial market✓ – organization that buy product to produce others.✓
 Resale market✓ – wholesalers and retailers that buy goods to resell at a profit.✓
 Government market✓ – buy product to fulfill obligation.✓
 International market✓ – foreign consumers that buy from local organization.✓
 (Any 4 × 2) (8)

[50]

QUESTION 7

- 7.1
- Goods✓ – Cars,✓ toys✓
 - Services✓ – Hair salon,✓ doctors✓
 - Experiences✓ – Climbing Kilimanjaro,✓ bridge jumping✓
 - Events✓ – Comrades marathon,✓ Soccer World Cup✓
 - Persons✓ – film,✓ music celebrities✓
 - Place✓ – Durban,✓ Johannesburg✓
 - Properties✓ – houses,✓ businesses✓
 - Organisation✓ – Old mutual✓, Sanlam✓
 - Ideals✓ – Arrive Alive,✓ Be wise - condomise✓
- (Any 6 × 3) (18)
- 7.2
- 7.2.1 Physical environment
- 7.2.2 Economic environment
- 7.2.3 Technological environment
- 7.2.4 Political environment
- 7.2.5 International forces
- 7.2.6 Social environment
- (6 × 2) (12)
- 7.3
- They consist of people or organisations.
 - These people have needs to be fulfilled.
 - They have the ability to purchase the products they need.
 - They are willing to spend money to buy the products to satisfy their needs.
- (4 × 2) (8)
- 7.4
- Somebody must listen when the consumer is not satisfied with a purchase or service performed.
 - 'Straight to the top'-approach is when you approach the owner or the manager with your complaint.
 - Consumers must stand together and lobby for the right to air their complaints.
- (3 × 2) (6)
- 7.5
- An underlying connection can be distinguished which exists between the different principles.
 - Certain needs can have little connection with singular segmentation principles.
 - It is impossible to mention all the possible segmentation principles.
- (3 × 2) (6)
- [50]**

TOTAL SECTION B: 150
GRAND TOTAL: 200