



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1020(E)(J14)H
JUNE EXAMINATION
NATIONAL CERTIFICATE
MARKETING MANAGEMENT N4
(4030054)
14 June 2016 (X-Paper)
9:00–12:00

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. Answer ALL the questions in SECTION A.
 2. Answer any THREE of the four 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. 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.
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SECTION A

Answer ALL the questions in 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 development of the marketing mix is done internally by the marketing manager.
- 1.2 First acceptors will depend more on personal sources of information.
- 1.3 Macro marketing entails the analysis of individual units that exist.
- 1.4 More production occurs during difficult economic times when income and employment decline.
- 1.5 The purpose of marketing is to make consumers aware of a need for a specific product.
- 1.6 External market environment is found directly inside the company.
- 1.7 Routine purchases increase constant decision making.
- 1.8 A sale occurs when the ownership of a product is transferred from one person to another.
- 1.9 Primary data is collected for other purposes than the research problem at hand.
- 1.10 Knowledge of consumer behaviour reduces uncertainty when creating the marketing mix.

(10 × 2) [20]

QUESTION 2

Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.10) in the ANSWER BOOK.

- 2.1 Which of the following is not a principle of the traditional marketing concept?
- A Customer orientation
 - B Production orientation
 - C Objective orientation
 - D System orientation
- 2.2 Marketing can be described as ...
- A anticipation.
 - B satisfaction.
 - C management demand.
 - D anticipation, satisfaction and management demand.
- 2.3 The supply side of the market has three variables.
- Which one of the following is not a supply variable?
- A Sales
 - B Competitors
 - C Intermediaries
 - D Supplies
- 2.4 The Consumer becomes aware of an unsatisfied need because of certain stimulants.
- Which one is not an external marketing stimulant?
- A Design of products
 - B Acquiring new products
 - C Packaging of products
 - D Advertisements of products
- 2.5 Government legislation forces Purity, a manufacturer of baby foods, to disclose the ingredients used in their products on the labels of the products.
- Indicate which force is primarily involved.
- A Economic forces
 - B Political forces
 - C Technological forces
 - D Physical forces

- 2.6 The need can be internal or dormant until it is recognised by a stimulus from outside.

Which of the following steps is not used in the decision making process?

- A Becoming aware of a need
- B Search for information
- C Friends talking about a new product
- D Evaluation of alternatives

- 2.7 Top management which includes the functional managers, usually concentrate on decisions concerning ...

- A the organisation's mission statement.
- B promotions.
- C the external market environment.
- D management areas.

- 2.8 Which one of the following is NOT a result of competition?

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

- 2.9 The Coca-Cola Company faces competition from other marketers of the drinks.

Another form of competition the company must deal with comes from producing ...

- A chocolate.
- B juice.
- C sweets.
- D coffee.

- 2.10 President John F. Kennedy outlined the four basic consumer rights.

Which ONE is NOT correct?

- A The right to be informed
- B The right to be heard
- C The right to freedom of choice
- D The right to redress

(10 × 2) [20]

QUESTION 3

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (3.1–3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Locating the consumer	A	focus group
3.2	The family member who recognises the need	B	stimulant
3.3	Personal interviews	C	control
3.4	Any input-unit that influences the five senses	D	prospecting
3.5	Sets standards and measures performance	E	initiator

(5 × 2)

[10]**TOTAL SECTION A:****50****SECTION B**

Answer any THREE of the four questions in SECTION B.

QUESTION 4**CASE STUDY**

Madumbi is a favourite traditional food that is very well-known in Kwazulu-Natal. Madumbi's are proudly farmed by rural Ezemvelo farmers in the deep green hills and valleys on Kwazulu-Natal's south coasts. Their houses are rondavels with no electricity dolling the valley.

It is also referred to as Taro root, the Elephant ear or an Arum lily potato. The farmers started by selling their products to Pick'nPay before clinching a deal with Woolworths. On a good week the community could sell tons of Amadumbe, sweet potatoes and bay potatoes to Woolworths.

Their products are certified by international organic inspectors and this ensures that no chemical fertilisers and pesticide are used.

[Source: Sunday Times]

4.1 What is the name of the traditional food discussed in this case study? (2)

4.2 Name TWO other products that these farmers now cultivate. (2 × 2) (4)

- 4.3 The Ezemvelo farmers' products are certified by international organic inspectors to ensure that no chemical fertilizers and pesticide are used.
- Give FOUR advantages of standardisation (4 × 2) (8)
- 4.4 From the case study state FOUR demographic profiles of Madumbi's ideal farmers and give ONE example for each profile. (4 × 2) (8)
- 4.5 Molly is the marketing manager of an Ezemvelo farmer.
- Discuss the FIVE internal environments that must be considered by a marketing manager. (5 × 2) (10)
- 4.6 Retailers like Woolworths and Pick'nPay buy as much Madumbi as possible and they keep them in their storage.
- Identify THREE advantages of storing the products. (3 × 2) (6)
- 4.7 The physical environment can be seen as the environment from which the organisation gets resources and also the environment in which companies spill their waste.
- Identify SIX trends that are noticed in the natural environment. (6 × 2) (12)
- [50]**

QUESTION 5

Mr. Simon's family

Father: Hully

Son: Kwanele

Lindy's friend: Chiung Yung

Mother: Phindile

Daughter: Lindy

- 5.1 Kwanele wants to buy a pair of shoes.
- 5.1.1 Who can marketers of shoes use as an opinion leader? Give a reason to motivate your answer. (2 × 2) (4)
- 5.1.2 Briefly describe THREE roles of opinion leaders. (3 × 2) (6)
- 5.2 Mr. Hully Simon plans to buy a VW City Golf.
- Describe TWO possible reference groups that may influence his buying decision. (2 × 4) (8)
- 5.3 Lindy and her friend Chiung Yung, who is visiting from China plan to have supper together.
- Discuss SIX factors of culture. (6 × 2) (12)

5.4 Kwanele is saving to buy a computer.

Identify FOUR economic considerations concerning consumer behaviour that will play a role in the way he spends his money. (4 × 2) (8)

5.5 It is very difficult to observe the learning process but the results of learning can be seen.

Briefly describe SIX learning principles to keep in mind when formulating the marketing communication message. (6 × 2) (12)

[50]

QUESTION 6

6.1 Identify SIX conditions that must be present in order to have a successful trade process. (6 × 2) (12)

6.2 Not all consumers move through the phases of the acceptance process at the same pace.

Identify SIX groups of acceptors. (6 × 3) (18)

6.3 Market segmentation is done to assist the marketing manager to develop separate marketing concepts for each market.

Describe the THREE disadvantages of market segmentation. (3 × 2) (6)

6.4 Market research can be seen as a process where unprocessed data in the market environment is collected.

Describe THREE roles of market research. (3 × 2) (6)

6.5 The term market has various meanings to different people.

Identify FOUR types of markets. (4 × 2) (8)

[50]

QUESTION 7

7.1 Most people think of marketing in terms of managing the demand of physical products but marketing includes types of entities.

Name SIX of these types of entities and give TWO examples for each type. (6 × 3) (18)

7.2	Which macro-environmental factors or external variables are being described in each of the following?		
7.2.1	Increasing pollution levels		
7.2.2	Inflation rate		
7.2.3	The internet café		
7.2.4	Local government		
7.2.5	Foreign culture		
7.2.6	Urbanisation	(6 × 2)	(12)
7.3	Markets consist of those who have needs.		
	State FOUR characteristics of markets.	(4 × 2)	(8)
7.4	The consumer has the right to defend his/her interests at all times as well as to be heard by involved parties.		
	Discuss THREE facts about the right to be heard.	(3 × 2)	(6)
7.5	During the use of principles for the basis of segmentation there are three important aspects.		
	Identify these THREE aspects.	(3 × 2)	(6)
			[50]
TOTAL SECTION B:			150
GRAND TOTAL:			200