



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE MANAGEMENT MARKETING N4

10 JUNE 2019

This marking guideline consists of 6 pages.

SECTION A (COMPULSORY)**QUESTION 1**

- 1.1 J
- 1.2 L
- 1.3 M
- 1.4 F
- 1.5 A
- 1.6 D
- 1.7 K
- 1.8 G
- 1.9 C
- 1.10 H

(10 × 2) [20]

QUESTION 2

- 2.1 B
- 2.2 C
- 2.3 C
- 2.4 C
- 2.5 C
- 2.6 B
- 2.7 B
- 2.8 B
- 2.9 D
- 2.10 D
- 2.11 C
- 2.12 B
- 2.13 C
- 2.14 A
- 2.15 B

(15 × 2) [30]

TOTAL SECTION A: 50

SECTION B

Mark any THREE questions in this section.

QUESTION 3

- 3.1
- Consumers:✓ Represent capital, labour, skills and entrepreneurship✓ in terms of human resources✓
 - Suppliers:✓ Persons or organisations who offer stock✓ in terms of products, services, financing and advice to the company✓
 - Intermediaries:✓ Consist of organisations that reduce the number of transactions between the consumer and producer,✓ and contribute to the marketing activities in the marketing channel.✓
 - Competitors:✓ Organisations✓ who offer the same or similar products as that of the company.✓ (4 × 3) (12)
- 3.2
- 3.2.1 Product development
 - 3.2.2 Tracing the consumer
 - 3.2.3 Risk
 - 3.2.4 Transport
 - 3.2.5 Storing (5 × 2) (10)
- 3.3
- Profitable opportunities can be identified
 - Indicates the need for developing separate presentations
 - A well-developed market presentation ensures better consumer satisfaction (3 × 2) (6)
- 3.4
- 3.4.1
 - Identify market opportunities, threats, internal strong and weak points (SWOT)
 - Do research to identify consumer needs presentations
 - Set marketing objectives in line with company objectives
 - Decide on the marketing instruments (4Ps) (Any 2 × 2)
 - 3.4.2
 - An effective and organised marketing department must be created
 - Interactive groups are joined together to form departments
 - Authoritative structures and lines of communication are determined (Any 2 × 2)
 - 3.4.3
 - Set standards
 - Measure performance
 - Study deviations
 - Take corrective action (Any 2 × 2) (3 × 4) (12)

- 3.5
- Motivation
 - Attitudes
 - Perception
 - Learning ability
 - Personality
 - Lifestyle
- (Any 5 × 2) (10)
[50]

QUESTION 4

- 4.1
- Strengths
- The world's second largest restaurant chain
 - Market leader in non-vegetable food joints categories many countries
 - Colonel Sanders' Original Recipe of '11 herbs and spices' (Any 2 × 2)
- Weaknesses
- Uses unhealthy fats and unhygienic calories
 - Conflicting operational issues between KFC and its franchisees (2 × 2)
- Opportunities
- Changing lifestyles result in more outings with family/friends
 - Designing a menu for a health-conscious population (2 × 2)
- Threats
- Competition
 - Changing consumer eating habits (2 × 2)
(4 × 4) (16)
- 4.2 Franchise (2)
- 4.3 Secret recipe of colonel Sanders (2)
- 4.4
- Physical environment
 - Economic environment
 - Political environment
 - International environment
 - Technological environment
 - Social environment (6)
- 4.5
- At least two participants must be present.
 - Each participant must own something the other party wants.
 - The participants must want to negotiate with each other.
 - Each participant must be free to accept or refuse the offer.
 - Each participant must be able to execute the order.
 - The participants must partake willingly. (Any 5 × 2) (10)

- 4.6
- The product is expensive.
 - There is little difference between the chosen product and the product that was not chosen.
 - It is a relative important decision.
 - There is a large number of alternatives to choose from. (4 × 2) (8)
- 4.7
- Physical risk
 - Economic risk
 - Human risk (3 × 2) (6)
- [50]**

QUESTION 5

- 5.1
- 5.1.1 The consumer orders alternatives according to the relative benefit or use gained from them✓✓ compared to the price.✓✓ (4)
- 5.1.2 Assumes that consumers are more or less homogeneous✓✓ with identical demands, and preferences✓ for a market offering✓ (4)
- 5.1.3 Aimed at reconciling the rights of buyers and sellers (2)
- 5.2
- Higher income
 - A larger market share
 - Scale benefits on production and marketing (3 × 2) (6)
- 5.3
- The income of the consumer
 - The consumer's willingness to spend money
 - The consumer's evaluation of the relative benefits
 - The prices of substitute products (4 × 2) (8)
- 5.4
- 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)
- 5.5
- Dependability
 - Simple maintenance
 - Durability
 - Dependable brand
 - Low price (5 × 2) (10)
- 5.6
- Selective exposure
 - Selective attention
 - Selective interpretation
 - Selective recall (4 × 2) (8)
- [50]**

QUESTION 6

6.1	6.1.1	A		
	6.1.2	F		
	6.1.3	D		
	6.1.4	E		
	6.1.5	C		
			(5 × 2)	(10)
6.2	• Newly wed phase			
	• Phase of family growth			
	• Maturity phase			
	• Post-parental phase			
	• Sole survivor		(5 × 2)	(10)
6.3	• Identify and describe the market			
	• Analyse the characteristics and needs of the potential buyers			
	• Identify the abMles of the company			
	• Identify the principles of market segmentation			
	• Evaluate potential segments			
	• Choose specific target markers			
	• Analyse the competitive advantage			
	• Position the product			
	• Finalise the marketing strategy			
	• Monitor the marketing strategy			(10)
6.4	• Product modification and product differentiation costs			
	• Production costs			
	• Stock-keeping costs			
	• Marketing communication costs			
	• Managing costs			
	• Market research costs		(Any 5 × 2)	(10)
6.5	6.5.1	Limited		
	6.5.2	Impulsive		
	6.5.3	Limited		
	6.5.4	Routine		
	6.5.5	Extended (expanded)		
			(5 × 2)	(10)
				[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200