



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

8 June 2021

This marking guideline consists of 7 pages.

SECTION A

Mark all the questions in SECTION A.

QUESTION 1

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

(10 × 1) [10]

QUESTION 2

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

(15 × 2) [30]

QUESTION 3

- 3.1 Demography
- 3.2 Prospecting
- 3.3 Transportation
- 3.4 Leading
- 3.5 Market

(5 × 2) [10]

TOTAL SECTION A: 50

Mark any **THREE** of the four questions in SECTION B.

4.1	A	Geographic segmentation		
	B	Demographic segmentation		
	C	Psychographic segmentation		
	D	Behaviouristic segmentation	(4 × 2)	(8)
4.2	4.2.1	- It is the perception that customers have of a particular brand or company - relative to their perception of competitive brands or companies.	(2 × 2)	
	4.2.2	- A company attempts to distinguish its product/service physically or psychologically from other competitive products - so that the consumer will consider it as different.	(2 × 2)	
	4.2.3	- It is assumed that consumers are more or less homogeneous - with identical demands and preferences for a market offering.	(2 × 2) (3 × 4)	(12)
4.3		- It should be possible to divide the total consumer market into homogeneous groups with similar needs, preferences and demands. - The specific segment should be large enough for the company to generate a profit. - Segments should be accessible to marketers. - It must be possible to compare the various segments in terms of differences, costs, sales and the profit that can be generated.	(4 × 2)	(8)
4.4		Concentrated market segmentation		
		- When a company identifies a single segment in the total market - they choose to operate in a niche in the market with a limited product range.	(2 × 2)	
		Differentiated market segmentation		
		- A company serves two or more market segments at the same time. - The company develops a separate marketing mix for each segment.	(2 × 2) (2 × 4)	(8)
4.5		- Provide leadership in the planning and implementation of marketing strategies - Recruitment and training of staff - Communicating with staff	(3 × 2)	(6)

- 4.6
- All markets consist of people (consumer market) or organisations (business market).
 - The people or companies in the markets have certain needs to fulfil.
 - They have the ability to purchase the products they need.
 - They are willing to spend money to buy products or services to satisfy their needs.
- (4 × 2) (8)
[50]

QUESTION 5

- 5.1
- 5.1.1
- Organisations focus on consumer needs and the building of customer relations
 - by adding value to their products.
- (2 × 2)
- 5.1.2
- Focus on the selling of goods and services by means of salespeople, aggressive selling techniques
 - and misleading advertising to aid the collection of money.
- (2 × 2)
- 5.1.3
- Focus on long-term relationships with customers to prosper the business needs
 - and plan ahead and adapt to the changing needs of consumers to prosper.
- (2 × 2)
(3 × 4) (12)
- 5.2
- Goods
 - Services
 - Experiences
 - Events
 - Persons
 - Places
 - Properties
 - Organisation
 - Information
 - Ideas
- (Any 6 × 2) (12)
- 5.3
- Keeps excessive profits in check
 - Encourages higher productivity
 - Encourages technological innovation
 - Leads to lower prices and improved service
- (4 × 2) (8)
- 5.4
- Learning takes place more rapidly, information is remembered much longer if the product, service or idea is important to the consumer.
 - Repetition is necessary so that the message is imprinted.
 - There should be special messages that are easily remembered.
 - Aspects that are mentioned first and last are remembered the best.
 - The promise of a reward or punishment helps with the learning process.
 - Demonstrations simplify the learning process.
 - Serious, terrifying messages are avoided because the message can be misinterpreted.
- (Any 5 × 2) (10)

- 5.5
- The income of the consumer
 - His willingness to spend money
 - His evaluation of the relative benefits
 - The prices of substitute products
- (4 × 2) (8)
[50]

QUESTION 6

- 6.1
- 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)
- 6.2
- 6.2.1
- The search for self-fulfilment - to become everything a person is capable of becoming
 - e.g. advertisements of art classes, wine appreciation courses or investment packages
 - Very few people ever attain fulfilment at this level.
- (2 × 2)
- 6.2.2
- Point to the need for love and the need to belong to a group
 - e.g. products such as clothes, beauty products and vacation packages emphasise this appeal in their advertisements.
 - The satisfaction of these needs makes life pleasant.
- (2 × 2)
- 6.2.3
- Points out the need for self-respect, recognition, status and the need to be important.
 - The purchase of expensive cars, clothes and articles
 - are the reaction and motivation for the satisfaction of these needs.
- (2 × 2)
(3 × 4) (12)
- 6.3
- Testimonials from satisfied consumers
 - Good after-sales service
 - Product guarantees
- (3 × 2) (6)
- 6.4
- Urbanisation
 - Population composition
 - Increase in numbers in a household
 - Single people do not fall in one target group
 - Increase in health consciousness
 - Increase in environmental awareness
 - Greater decision making by children
- (Any 4 × 2) (8)
- 6.5
- Decision not to spill any toxic waste into the sea and rivers
 - Contribute to conservation of the earth and its natural resources
 - Support recycling initiatives
- (3 × 2) (6)

- 6.6 Step 1: Identify and describe the market
 Step 2: Analyse the characteristics and needs of the potential buyers
 Step 3: Identify the abilities of the company
 Step 4: Identify the principles of market segmentation
 Step 5: Evaluate potential segments (5 × 2) (10)

[50]**QUESTION 7**

- 7.1 • Culture
 • Social class
 • Family
 • Reference groups
 • Opinion leaders
 • Life cycle (Any 5 × 2) (10)
- 7.2 • Products or services
 • Markets
 • Distribution
 • Price determination
 • Sales organisation
 • Advertising and sales promotion
 • Service rendering
 • Packaging and branding (Any 5 × 2) (10)
- 7.3 Automatic groups are groups to which a person automatically belongs ✓ as a result of age, work relation, interests or gender.✓
- Negative groups are groups with which a person would not like to be associated✓ and therefore this person will purposefully avoid these groups.✓
(2 × 2) (4)
- 7.4 • Cost reduction because of the use of the same communication message
 • Cost reduction because of the low cost per unit that results from larger production lots
 • Storage of the product is simplified because of uniform packaging
 • Lower marketing research costs because the market has uniform preferences and demands (4 × 2) (8)
- 7.5 • Production costs
 • Stock-keeping costs
 • Marketing communication costs
 • Managing costs
 • Market research costs (Any 4 × 2) (8)

- 7.6
- Identify and describe the opportunity or threat.
 - Determine the research objectives.
 - Create the research design.
 - Collect, process and analyse data.
 - Communicate information to the person who makes marketing decisions.
- (5 × 2) (10)
[50]
- TOTAL SECTION B: 150**
GRAND TOTAL: 200