



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MARKETING MANAGEMENT N4

(4030054)

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
MARKETING MANAGEMENT N4
TIME: 3 HOURS
MARKS: 200

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. Use only a black or blue pen.
 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 by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

- 1.1 Consumer orientation is also known as community orientation.
- 1.2 Marketing is a trading transaction between two persons. 
- 1.3 The marketing concept can also be applied successfully in non-profit organisations.
- 1.4 The objective orientated business regards the customer to be queen or king.
- 1.5 Integrated marketing refers to a combination of the consumer and objective orientations.
- 1.6 Production is not a function of marketing.
- 1.7 The marketing environment is interrelated which means it is constantly changing.
- 1.8 Identifying the internal abilities of an organisation helps to determine possible opportunities. 
- 1.9 Suppliers reduce the number of transactions between the consumer and the producer.
- 1.10 The well-being of a country is measured by the gross domestic product.
- (10 × 1) **[10]**

QUESTION 2

Various options are given as a possible answer to the following questions. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.15) in the ANSWER BOOK.

- 2.1 ... is NOT controllable by marketing.
- A Competition 
- B Prices of products
- C Distribution
- D Promotion

- 2.2 The most important task performed by marketing management in the market environment is the ...
- A identification of opportunities and threats. 
 - B satisfaction of specific needs.
 - C motivation of companies to increase their number of sales.
 - D identification of competitors.
- 2.3 Mark is going to the shop to buy a refrigerator. He is going to use the ... purchasing decision in his purchase.
- A expanded
 - B routine
 - C limited
 - D impulsive
- 2.4 The duty of the marketing management in the environment is NOT to ...
- A develop new products. 
 - B develop a market strategy.
 - C develop and evaluate opportunities.
 - D identify opportunities and threats.
- 2.5 Marketing does NOT determine ...
- A Internet connectivity
 - B Prices of products
 - C Distribution
 - D Promotion
- 2.6 Lifestyle is a possible variable of the ... base of segmentation.
- A geographic
 - B psychographic
 - C demographic
 - D behavioural
- 2.7 Marketing information is vital for ...
- A effective planning. 
 - B reducing risk.
 - C monitoring the uncontrollable factors.
 - D All the abovementioned
- 2.8 Which ONE of the following is NOT one of the four consumer rights?
- A The right to safety
 - B The right to conform
 - C The right to be informed
 - D The right to choose

- 2.9 Dissonance increases when the ...
- A advertisement of a product is avoided. 
 - B rand value of the product increases.
 - C degree of agreement between the chosen product and the product not chosen, decreases.
 - D relative importance of the decision decreases.
- 2.10 Demographic segmentation involves collecting information on ...
- A age.
 - B gender.
 - C income.
 - D All the abovementioned
- 2.11 In which of the adopter categories would opinion leaders most likely be found?
- A Early adopters
 - B Early majority 
 - C Laggards
 - D Late majority
- 2.12 The variable in the external environment that is the least important to marketing management is the ... environment.
- A social
 - B economic
 - C marketing
 - D international
- 2.13 ... is/are NOT a result of competition.
- A Better quality products
 - B Lower prices
 - C Lower level of consumer service
 - D Technological innovation
- 2.14 ... is NOT part of the segmentation process.
- A Product differentiation 
 - B Positioning a product
 - C Finalising the marketing strategy
 - D Choosing specific target markets

2.15 ... occurs when one product takes over the market of another product in the same company.

- A Differentiation 
- B Cannibalism
- C Positioning
- D Market aggregation

(15 × 2) [30]

QUESTION 3

Complete the following sentences by writing only the missing word next to the question number (3.1–3.5) in the ANSWER BOOK.

3.1 The ... of a country shows various characteristics of the people living in it.

3.2 Locating or tracing of consumers is also known as



3.3 ... closes the gap between the producer and the consumer.

3.4 Communicating with staff is a key responsibility of ... as a marketing management function.



3.5 Intermediaries are found in the ... environment of the company.

(5 × 2) [10]

TOTAL SECTION A: 50

SECTION B

Answer any THREE of the four questions in SECTION B.

QUESTION 4

Read the case study and answer the questions.

Market segmentation is the process of dividing a market into different groups of customers, in order to create different products to meet their specific needs. The most obvious type of segmentation is for customers who buy distinctly different products. An example is, when manufacturing sandwiches, to make a distinction between creating sandwiches for vegetarians and for customers who eat meat.

People's lifestyle is their individual pattern of behaviour, made up of their attitudes, beliefs, interests and habits.



There are many other types of segmentation, for example:

A. Certain countries, regions, etc. have common characteristics which influence their buying attitudes. The particular market segments are then analysed in terms of such characteristics as population, income per head, trade carried out by the country, as well as tastes and the nature of competition in the market.

B. The population of a country can be divided into discrete segments either by age (e.g. for clothes retailing), or by sex (e.g. for the sale of cosmetics), or by family size (e.g. for selling different sizes of breakfast cereals), or by income group (e.g. in selling own-brand and manufacturers' brands in a supermarket), or by occupation (e.g. in selling life insurance to teachers or stunt drivers).

C. Identification can be done with regard to personality traits and distinguishing characteristics in groups of the population. Examples are the young and outgoing (for the sale of new forms of music) or the older and conservative group (for classical and 60s music).



D. Consumer behaviour patterns can be used, such as frequent/infrequent purchasing, loyalty to a product, etc. An example is one segment of the market always purchasing products of a specific brand while another segment is made up of people who frequently switch between brands, for example an experienced drinker may keep to a certain brand, while an inexperienced one may try out a range of beers and stouts.

- 4.1 Name the type of segmentation mentioned in each of paragraphs A, B, C and D in the case study. Write the answer next to the letter (A–D) in the ANSWER BOOK. (4 × 2) (8)
- 4.2 Briefly explain the following terms:
- 4.2.1 Positioning 
- 4.2.2 Product differentiation
- 4.2.3 Undifferentiated marketing
- (3 × 4) (12)

- | | | | |
|-----|--|---------|-------------|
| 4.3 | State FOUR requirements of effective market segmentation. | (4 × 2) | (8) |
| 4.4 | Distinguish between <i>concentrated market segmentation</i> and <i>differentiated market segmentation</i> .
 | (2 × 4) | (8) |
| 4.5 | State THREE responsibilities of leading as part of marketing management. | (3 × 2) | (6) |
| 4.6 | State FOUR characteristics of markets. | (4 × 2) | (8) |
| | | | [50] |

QUESTION 5

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|-------|---|---------|-------------|
| 5.1 | Describe the following phases of the evolution of marketing: | | |
| 5.1.1 | Marketing orientation | | |
| 5.1.2 | Sales orientation | | |
| 5.1.3 | Strategic marketing orientation | (3 × 4) | (12) |
| 5.2 | Name SIX types of entities included in the scope of marketing, according to Philip Kotler.
 | (6 × 2) | (12) |
| 5.3 | State FOUR advantages of competition. | (4 × 2) | (8) |
| 5.4 | State FIVE important learning principles to consider when formulating the marketing communication message. | (5 × 2) | (10) |
| 5.5 | State FOUR economic determinants of consumer behaviour. | (4 × 2) | (8) |
| | | | [50] |

QUESTION 6

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|-------|---|---------|------|
| 6.1 | State FOUR advantages of standardisation. | (4 × 2) | (8) |
| 6.2 | Briefly explain the following motives in Maslow's hierarchy of needs: | | |
| 6.2.1 | Self-actualisation
 | | |
| 6.2.2 | Social | | |
| 6.2.3 | Ego | (3 × 4) | (12) |
| 6.3 | Name THREE things marketers can use to reduce cognitive dissonance. | (3 × 2) | (6) |

- | | | | |
|-----|---|---------|-------------|
| 6.4 | State FOUR social trends that typically occur in an organisation's external social environment. | (4 × 2) | (8) |
| 6.5 | State THREE ways in which an organisation can act socially responsible towards the environment. | (3 × 2) | (6) |
| 6.6 | Arrange the first FIVE steps of the market segmentation process in the correct order. | (5 × 2) | (10) |
| | | | [50] |

QUESTION 7

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|-----|--|---------|-------------|
| 7.1 | Name FIVE group determinants of consumer behaviour. | (5 × 2) | (10) |
| 7.2 | Name FIVE areas where market research can be applied. | (5 × 2) | (10) |
| 7.3 | Distinguish between <i>automatic reference groups</i> and <i>negative reference groups</i> . | (2 × 2) | (4) |
| 7.4 | State FOUR characteristics of mass production. | (4 × 2) | (8) |
| 7.5 | Higher costs are generated by differentiated market segmentation.

Name FOUR examples of these higher costs. | (4 × 2) | (8) |
| 7.6 | State FIVE steps of the market research process. | (5 × 2) | (10) |
| | | | [50] |

TOTAL SECTION B:	150
GRAND TOTAL:	200