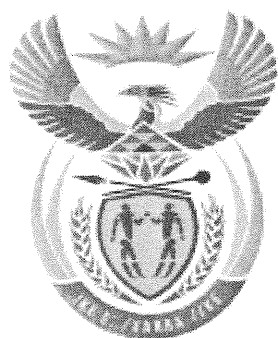


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
MARKETING MANAGEMENT N4

26 NOVEMBER 2013

This question paper consists of 7 pages.

SECTION A (COMPULSARY)**QUESTION 1**

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

(10 × 2) [20]

QUESTION 2

- 2.1 C
- 2.2 C
- 2.3 D
- 2.4 D
- 2.5 C

(5 × 2) [10]

QUESTION 3

- 3.1 goods
- 3.2 services
- 3.3 experiences
- 3.4 events

3.5	celebrities		
3.6	places		
3.7	properties		
3.8	organisations		
3.9	information		
3.10	ideas	(10 × 2)	[20]
TOTAL SECTION A:			50

SECTION B**QUESTION 4**

4.1	(a) Thandi Mokoena		
4.1.1	PRODUCT: Fast food		
4.1.2	NEED: Time saving product		
4.1.3	AVAILABILITY: franchises in close vicinity to areas of work or living		
	(b) Chaka Zwane		
4.1.1	PRODUCT: paraffin		
4.1.2	NEED: heat, cooking		
4.1.3	AVAILABILITY: make available in various retailshops	(6 × 2)	(12)
4.2	• The income of the consumer. • His willingness to spend money. • His evaluation of the relative benefits. • The prices of substitute products.	(4 × 2)	(8)
4.3	• They serve as information sources and influence perceptions. • They affect an individual's aspirations levels. • Their norms either constrain or stimulate consumer behaviour.	(3 × 2)	(6)

MARKETING MANAGEMENT N4

- 4.4
- Initiator (father) – The family member who recognises the need.
 - The influencer (son/mother) – The one who gives specifications about the product.
 - Decision-maker (father) – Given the above information, takes the decision about what, where and when to buy.
 - Purchaser – One that goes out and actually purchases the product.
 - User – The persons that will use or consume the product. (5 × 3) (15)
- 4.5
- Improve existing products and introduce new products. The objective should be to reduce production time, waste and the cost of raw materials.
 - Retain and expand client services. Consumers tend to purchase fewer products, but that the demand for spare parts and servicing of equipment serve a source of income.
 - Emphasise products representing high quality. Consumers with little money will be looking for products of high quality, durability and usability. (3 × 3) (9)
- [50]

QUESTION 5

- 5.1
- Motivation
 - Attitudes
 - Perception
 - Learning ability
 - Personality
 - Lifestyle (6 × 2) (12)
- 5.2
- Top management: General management of a company heads the company.
 - Marketing and external relations management: Development of the product, determining the price, the distribution and the promotion.
 - Financial management: Provision of capital, the cash flow and cost control.
 - Human Resources management: Management of the personnel of the organisation.
 - Operational and purchasing management: Determining of quality standards, control management of raw materials and stock management.
 - Information management: Supply of internal information for decision making, planning, control and cost calculation. (6 × 2) (12)
- 5.3
- Awareness – The consumer hears of the new product but has no further information about it.
 - Interest – The consumer gathers information about the product.
 - Evaluation – The consumer does a test purchase of the product to determine the benefits.
 - Testing – The consumer purchases the product with the purpose of trying it out – to compare the advantages and disadvantages.
 - Evaluation – If the test purchase is satisfactory, the consumer will decide to purchase the product. (5 × 2) (10)

5.4 The STP process:

- Segment the market
 - Target the users
 - Position the products
- (6)

- 5.5
- Product modification and product differentiation costs
 - Product costs
 - Stock keeping costs
 - Marketing communication costs
 - Managing costs
 - Market research costs
- (Any 5 × 2) (10)
[50]

QUESTION 6

- 6.1 6.1.1 Observation – Observing people and actions as they happen.
- 6.1.2 Surveys – It involves the collection of data from selected individuals through direct and indirect questioning.
- 6.1.3 Focus groups – Are classified as personal interviews or group discussion. Members are called together to discuss specific pre-determined topics.
- (3 × 2) (6)
- 6.2
- When the product is expensive.
 - When there is a high degree of agreement between the chosen product and the product that was not chosen.
 - When it is a relatively important decision.
 - When there are a large number of alternatives to choose from.
- (4 × 2) (8)
- 6.3
- Membership groups: consist of groups where a person has to obtain membership before belonging to the group.
 - Automatic group: are groups to which a person belongs automatically as a result of his age, work relation etc.
 - Negative groups: are groups with whom the person would not like to be associated.
 - Associative groups: Are groups to which a person aspires to belong.
- (4 × 2) (8)
- 6.4
- Social environment
 - Political and legal environment
 - Economic environment
 - Technological environment
 - Physical environment
 - International environment
- (6 × 2) (12)

- 6.5
- Keeps excessive profits in check
 - Encourages higher productivity.
 - Encourages technological innovation
 - Leads to lower prices and improved service. (4 × 2) (8)
- 6.6
- 6.6.1 Mrs Zuma
- 6.6.2 Roger Federer
- 6.6.3 Daryn Smit
- 6.6.4 Brian Habana (4 × 2) (8)
- [50]

QUESTION 7

- 7.1 His target market were:
- Illiterate
 - Probably middle to lower class
 - Lower to middle income groups
 - Probably older people (3)
- 7.2
- Because of schools, colleges and other learning programs people become more literate and write their own letters and learn to read.
 - They get to know a new language and understand things better.
 - New and more opportunities develop. (Any suitable answer) (2)
- 7.3
- Planning – Identify market opportunities and threats. Set objectives. Decide on the market instruments (4p's).
 - Organisation – Organising the marketing department. Recruit and train staff.
 - Leading – Provide leadership. Motivate staff.
 - Co-ordination – Co-ordinate the market activities.
 - Control – Set standards and measure performance. (5 × 3) (15)
- 7.4 Consumer orientation:
- Regard customer as king – supply product that will satisfy the consumer's needs
 - Employees must be trained to direct their attitudes and actions towards the needs of consumers
 - All focus in business is on the customer
- Objective orientation:
- Also known as profit orientation
 - Profit seeking business may strive for highest attainable profit
 - Non-profit business may strive to develop a better image within the community

System orientation:

- Also known as integrated marketing
- All departments form an integrated system that strives for specific objectives, attitudes and ideas
- They must all work together as a team – teamwork
- Common goal would be to satisfy the customer's needs

Social orientation:

- Also know as community orientation
- Organisation has a responsibility to act socially responsible towards community
- Business must act in a socially responsible manner towards the environment
- Businesses must also be socially responsible towards their employees (internal marketing) (Any suitable discussion 4 × 4) (16)

- 7.5
- Personal selling
 - Advertising
 - Sales promotion
 - Publicity
- (4 × 2) (8)

7.6 7.6.1 Any NPO e.g. CANSA

7.6.2 People who have cancer or family who are suffering from cancer

7.6.3 A service to help them deal with trauma, inform them about treatments and help to be comfortable when there is no more medical options available to treat the cancer

(Any suitable answer) (6)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200