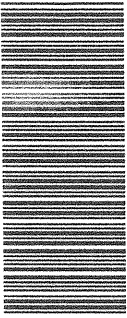


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N930(E)(N26)H
NOVEMBER EXAMINATION
NATIONAL CERTIFICATE
MARKETING MANAGEMENT N4
(4030054)**

**26 November 2013 (Y-Paper)
13:00–16:00**

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. SECTION A is COMPULSORY.
 2. Answer any THREE 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. Write neatly and legibly.
-

SECTION A (COMPUSORY)**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 Demographics, such as age, birth rates and urbanisation, influence the way in which society organises itself.
- 1.2 Laws have been passed that prohibit smoking in public places, and tobacco companies are forced to display health warnings on all tobacco products.
- 1.3 Culture satisfies the needs of people within a society.
- 1.4 A reference group always have to be a group of people.
- 1.5 Marketing management should attempt to reduce cognitive dissonance as far as possible.
- 1.6 The South African National Consumer Union is a voluntary autonomous body that represents millions of consumers.
- 1.7 A market schedule identifies different target markets in quantities and qualitative terms.
- 1.8 Marketing management makes use of specific principles and variables to segment the total market.
- 1.9 A recession occurs during difficult economic times when income, production and employment decline.
- 1.10 Objective orientation is also known as profit orientation.

(10 × 2) [20]

QUESTION 2

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.5) in the ANSWER BOOK.

- 2.1 The product that is sold to satisfy the consumer's needs.
- A Product development
 - B Product line
 - C Product item
 - D All of the above
- 2.2 ... segmentation is market segmentation on the basis of lifestyle and personality.
- A Behaviour
 - B Demographic
 - C Psychographic
 - D Geographic
- 2.3 The marketing mix consist of the following elements:
- A Place price promotion people
 - B Product publicity price people
 - C Place price profit people
 - D Product price place promotion
- 2.4 Which ONE of the following is a nonprofitmaking organisation?
- A Tertiary institution
 - B Church
 - C National police
 - D All the above
- 2.5 A ... market can be defined as a homogeneous group that is most likely to buy the organisation's product
- A consumer market
 - B micro market
 - C target market
 - D macro market

(5 × 2) [10]

QUESTION 3

Most people think of marketing in terms of managing the demand of physical products. According to Philip Kotler the scope of marketing is much broader and includes ten types of entities.

Complete the following sentences by filling in the missing word(s). Write only the word(s) next to the question number (3.1–3.10) in the ANSWER BOOK.

places; celebrities; goods; events; services; experiences; properties;
information; ideas; organisations

- 3.1 ... are tangible items such as cars, toys, food.
- 3.2 ... are intangible activities such as the work of hairdressers, taxis, lawyers.
- 3.3 Climbing Kilimanjaro and bridge jumping are marketed as life changing ...
- 3.4 Marketing promote time-based ... such as the Comrades Marathon or the Soccer World Cup.
- 3.5 Major sports, film and music ... have personal marketing agents to further their careers.
- 3.6 ... like Durban is being marketed as a holiday destination.
- 3.7 ... such as houses and businesses.
- 3.8 Most ... market not only their product or services, but also their corporate identity.
- 3.9 Schools, colleges and universities use ... about their courses as marketing material.
- 3.10 'Arrive alive', 'Don't do drugs', are all examples of ... being marketed.

(10 × 2) [20]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section.

QUESTION 4

- 4.1 Thandi Mokoena, a successful accountant and a mother of two and Chaka Zwane, a miner living in a rural area in Mpumalanga are both consumers. They differ in terms of their income, education and geographical living areas.

Keeping this scenario in mind explain how the following will have a different influence on both these consumers:

- 4.1.1 Name ONE product specifically targeting each of these consumers.

- 4.1.2 What needs would be satisfied for each of these consumers?

- 4.1.3 How would you make these products available to them?

(3 × 4) (12)

- 4.2 Name FOUR economic considerations in consumer decision making. (4 × 2) (8)

- 4.3 The activities, values and goals of reference groups directly influence consumer behaviour.

Briefly explain THREE ways in which reference groups influence consumers.

(3 × 2) (6)

- 4.4 Which roles will the individual family members play in the purchase of a new computer?

Name and describe the FIVE role division of family members.

(5 × 3) (15)

- 4.5 During recessions, marketing management can apply certain strategies to supplement the market.

Name and briefly describe THREE strategies to supplement the market and ensure that products will sell.

(3 × 3) (9)

[50]

QUESTION 5

- 5.1 Name SIX individual variables that influence consumer behaviour. (6 × 2) (12)
- 5.2 Management can be divided into 6 groups according to the departments they manage.
Name these SIX types of management and explain the role that they fulfil in the company. (6 × 2) (12)
- 5.3 Name and briefly describe the FIVE phases of the acceptance process. (5 × 2) (10)
- 5.4 According to Tony Proctor, modern marketing management employs three principles. This referred to us the STP process.
Briefly explain the STP process. (6)
- 5.5 Differentiated market segmentation generates higher costs; different from market aggregation which brings lower costs.
Name FIVE examples of higher costs that are brought about when using differentiated market segmentation. (5 × 2) (10)
- [50]**

QUESTION 6

- 6.1 Briefly explain the following terms used in marketing research:
- 6.1.1 Observation
- 6.1.2 Surveys
- 6.1.3 Focus groups (3 × 2) (6)
- 6.2 Before the purchase of especially expensive products, the consumer will shop around to reduce after-sales cognitive dissonance. Consumers may experience dissonance increases because of the following reasons.
Name FOUR reasons or factors that lead to feelings of cognitive dissonance. (4 × 2) (8)
- 6.3 Name and briefly describe the FOUR reference groups that can influence consumer behaviour by their actions. (4 × 2) (8)
- 6.4 Identify the SIX variables in the macro-external environment that can be of importance to marketing management. (6 × 2) (12)

- 6.5 The economic situation in the country and the high unemployment rate caused more and more people to be prepared to accept the risk, and start their own enterprises. South-Africa has a free market economic system, which is characterised by a great number of competitors.

Name FOUR advantages of competition. (4 × 2) (8)

- 6.6 Name familiar people who can be used as opinion leaders in the community to market the following: (Remember that these should be names of people who are well known in the community, and not names of people within your own social circle)

6.6.1 Gucci handbags

6.6.2 Deodorant

6.6.3 Hamburgers

6.6.4 Jogging shoes

(4 × 2) (8)
[50]

QUESTION 7

Study the following case study and then answer the questions based on it:

When Sipho moved from the Transkei to Cape Town, he developed a small but a profitable business. He specialised in reading and writing letters for illiterate members of the community. Over the past two years he has noticed a steady decline in his business.

- 7.1 Describe Sipho's target market in terms of income, social class and age. (3)
- 7.2 What led to a steady decline in his business? (2)
- 7.3 Marketing management entails the execution of various functions in a business.
- Explain to Sipho the FIVE management tasks of marketing. (5 × 3) (15)
- 7.4 Name and shortly discuss the FOUR principles of the traditional marketing concept. (4 × 4) (16)
- 7.5 Name FOUR promotion strategies that Sipho can use to make consumers aware of his business. (4 × 2) (8)

7.6 Use any nonprofit organisation known to you.

7.6.1 Name the non-profit organisation you are using.

7.6.2 Who is the organisation's target market?

7.6.3 What is being marketed?

(3 × 2)

(6)

[50]

TOTAL SECTION B:

150

GRAND TOTAL:

200