



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N930(E)(N20)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

(4030054)

20 November 2014 (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 and must be answered by ALL candidates in the ANSWER BOOK.
 2. Answer any THREE questions in SECTION B.
 3. Read ALL the questions carefully.
 4. Number answers according to the numbering system used in this question paper.
 5. Neatness, style and a systematic exposition of facts are required. Where possible, answer questions by point, but always in full sentences.
 6. Write neatly and legibly.
-

SECTION A (COMPULSORY)**QUESTION 1**

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the number (1.1–1.10) in the ANSWER BOOK.

- 1.1 Predictive research is used to provide an accurate description of an opportunity, threat or specific situation to be investigated.
- 1.2 Consumers may experience dissonance increase when the product is expensive.
- 1.3 Business legislation acts to protect businesses from each other, to protect consumers from unfair trade practices and to protect the interest of the society.
- 1.4 Differentiation can take place on the basis of colour, design, size, price and quality of the product.
- 1.5 Transportations are basic activity that is carried out to close the gap between the producer and the consumer.
- 1.6 Primary data is data that already exists and that was collected for another purpose than the research problem at hand.
- 1.7 Financial management is responsible for provision of capital.
- 1.8 Consumers that share the same demographic and social characteristics tend to have the same consumers and characteristics.
- 1.9 Higher interest rates erode the income of the consumer and affect the buying patterns of consumers.
- 1.10 A multi-segmentation strategy requires little time from management of the company.

(10 × 2) [20]

QUESTION 2

Various options are given as possible answer to the following question. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 Marketing orientation is based on ...

- A the decision of the consumer to purchase a product.
- B an aggressive sales forces.
- C what the company thinks.
- D the marketing concepts.

2.2 Marketing research has three roles to play.

Which ONE of the following is NOT one of the roles?

- A Discovering
- B Descriptive
- C Analytic
- D Predictive

2.3 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

2.4 Individuals, who are involved in a research survey, can be contacted in three ways.

Which ONE of the following is NOT correct?

- A By telephone
- B By mail
- C By car
- D By fax

2.5 Dissonance increases because of the following reason:

- A Avoiding an advertisement of the product
- B When the rand value of the product increases
- C When the relative importance of the decision decreases
- D When the degree of agreement between the chosen product the product which was not chosen, decreases

2.6 Which ONE of the following is NOT part of the marketing concept?

- A Consumer orientation
- B Sales orientation
- C Systems orientation
- D Goal orientation

2.7 Demographic segmentation involve collecting information on ...

- A age.
- B gender.
- C income.
- D all the above-mentioned

2.8 The Coca Cola company faces competition from other marketers of soft drinks. Another form of competition the company must deal with, comes from companies producing ...

- A popcorn.
- B chips.
- C juice.
- D sweets.

2.9 The market environment is also found outside the company and consists of variables outside the company.

Which ONE of the following is not a variable outside the company?

- A Marketers
- B Suppliers
- C Consumers
- D Competitors

2.10 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

(10 × 2) [20]

QUESTION 3

Choose an item/word from COLUMN B to match a description in COLUMN A. Write only the letter (A–E) next to the question number (3.1–3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
3.1	It is consisted of the influx of data	A segmentation process
3.2	Monitor the marketing strategy	B stimulant
3.3	Consumer purchase the product with the aim of trying it	C influencer
3.4	Input-unit that influences the five senses	D input
3.5	The one who gives specification about the product	E testing

(5 × 2)

[10]

TOTAL SECTION A:**50****SECTION B (Answer any THREE questions in this section.)****QUESTION 4**

Study the following case study and then answer the questions.

Tabard, a company producing insect repellent cream, initially introduced their product in Limpopo at Musina. Consumers in that area were also regular shoppers in the chain stores, such as Shoprite and Pick 'n Pay.

The distribution was first handled by agents who also worked for other businesses selling their products. Due to the commission rates the agents did not give priority to the product from Tabard.

Once the listing with major chain stores had been achieved, the focus shifted to distribution in other towns like Phalaborwa and Makhado. In order to gain quick distribution in those towns incentives were offered to agents.

- 4.1 Where did Tabard first introduce its products? (4)
- 4.2 Is this product a concentrated or differentiated market segmentation strategy?
Give ONE reason for the answer. (7)
- 4.3 Give an example of how Tabard got quick distribution. (4)
- 4.4 Describe the demographic profile of Tabard's ideal consumer. (4 × 2) (8)

- 4.5 State and briefly describe THREE disadvantages of market segmentation. (3 × 3) (9)
- 4.6 The decision process is strongly influenced by many individuals and social variables. These variables are activated as soon as the consumer becomes aware of a product or service.
- Name the SIX determinants of consumer behaviour. (6 × 3) (18)
- [50]

QUESTION 5

- 5.1 Briefly define the following terms:
- 5.1.1 Opinion leaders
 - 5.1.2 Cognitive dissonance
 - 5.1.3 Inflation
 - 5.1.4 Associative groups
 - 5.1.5 The purpose of the market schedule
- (5 × 3) (15)
- 5.2 Identify the SEVEN important learning principles to keep in mind when formulating the market communication message. (7 × 2) (14)
- 5.3 Name the FOUR main variables which function in the market environment. (4 × 3) (12)
- 5.4 Marketers are interested in understanding how personality influences buying behaviour.
- State and describe THREE types of personality. (3 × 3) (9)
- [50]

QUESTION 6

- 6.1 Cindy is a marketing manager of an electrical company.
- Identify FIVE internal variables that she will consider before the products are developed. (5 × 2) (10)
- 6.2 Standardisation protects the consumer and presents the marketer with the opportunity to differentiate his product from other competitive products.
- Name FOUR advantages of standardisation. (4 × 2) (8)

- 6.3 There are hundreds of existing companies for every need shown in the need hierarchy of Maslow.

Name FIVE needs identified in Maslow's hierarchy of needs. With each need, give TWO examples of companies that specialised in that particular need. Also state what specific component of that need the company satisfies. (5 × 4) (20)

- 6.4 In satisfying the consumer's needs, the physical product is only a means to an end. What consumer's benefits are satisfied by the following products?

- 6.4.1 BMW motor car
- 6.4.2 Jogging shoes
- 6.4.3 Deodorant
- 6.4.4 A new washing powder
- 6.4.5 Hamburger
- 6.4.6 Hair product

(6 × 2) (12)
[50]

QUESTION 7

- 7.1 Describe each of the following organisations:

- What is marketed?
- Who is the target market?

- 7.1.1 Bafana-Bafana
- 7.1.2 Mobile phone
- 7.1.3 Ambulance
- 7.1.4 Chubb Alarm

(4 × 4) (16)

- 7.2 The Office of Consumer Protection administers the Consumer Affairs.

Identify FIVE ways in which the Consumer Protection is committed to protect consumers against unfair business practices. (5 × 2) (10)

- 7.3 A disadvantage of differentiated market segmentation is that it generates higher costs.

Give SIX examples of higher costs.

(6 × 3) (18)

7.4 Risk arises with the transfer of products from one to another.

Name THREE risks that are caused by the constantly changing environment
and give ONE example of each.

(3 × 2)

(6)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200