



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
MARKETING MANAGEMENT N4**

29 NOVEMBER 2016

This marking guideline consists of 7 pages.

SECTION A**QUESTION 1**

- 1.1 False
- 1.2 True
- 1.3 False
- 1.4 True
- 1.5 False
- 1.6 True
- 1.7 False
- 1.8 True
- 1.9 False
- 1.10 False
- 1.11 True
- 1.12 False
- 1.13 False
- 1.14 False
- 1.15 True

(15 × 2) **[30]**

QUESTION 2

- 2.1 B
- 2.2 A
- 2.3 A
- 2.4 B
- 2.5 B
- 2.6 A
- 2.7 A
- 2.8 A
- 2.9 C
- 2.10 B

(10 × 2) **[20]**

TOTAL SECTION A: 50

SECTION B**QUESTION 3**

- 3.1 3.1.1 Smoother need for safety protection, security and safety driving
- 3.1.2 Clothing
- 3.1.3 Status and need to be important (self-fulfillment)
- 3.1.4 Need for food.
- 3.1.5 Need for safety when running
- (5 × 2) (10)
- 3.2 3.2.1 Safety and security motives
- 3.2.2 Ego motives
- 3.3.3 Physiological motives
- 3.4.4 Social motives
- 3.5.5 Self-actualisation
- (5 × 2) (10)
- 3.3 The internal micro environment✓✓ – consists of controllable variable which exist inside the company.✓ e.g. The company's mission, objectives marketing mix, resources or culture of the organisation ✓
- The external market environment✓✓ – found directly outside the company✓ e.g. Consumers, suppliers, intermediaries or competitors✓
- The external micro environment✓✓ – consists of variables indirectly outside the company✓ e.g. Social, technological, political, physical or international factors✓.
- (3 × 4) (12)
- 3.4 • Cost reduction because of the use of the same communication message.
- Cost reduction because of the low cost per unit those 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)

- 3.5
- Awareness✓ – consumers hear of the new product but has no further information about it. ✓
 - Interest✓ – consumer gathers information about the products. ✓
 - Evaluation✓ – the consumer does a test purchase of the product to determine its benefits.✓
 - Testing✓ – consumer purchases the product with the purpose of trying it to compare its disadvantages with advantages.✓
 - Acceptance✓ – if the test purchase of the product is satisfactory the consumer will decide to purchase the product.✓
- (5 × 2) (10)
[50]

QUESTION 4

- 4.1
- 4.1.1 Identify and describe the market.
- 4.1.2 Analyses the characteristics and needs of the potential buyers.
- 4.1.3 Identify the abilities of the company.
- 4.1.4 Identify the principles for market segmentation.
- 4.1.5 Evaluate potential segments.
- 4.1.6 Choose specific target market.
- 4.1.7 Analyses the competitive advantage.
- 4.1.8 Position the product.
- (8 × 2) (16)
- 4.2
- People observing people
 - People observation activities
 - Machines observing people
- (3 × 2) (6)
- 4.3
- A business sponsors a sports team or literacy program.
 - A business donates money to certain community projects.
 - Business creates special projects for job creation.
 - Crime prevention initiatives.
- (4 × 2) (8)
- 4.4
- Product differentiation forms part of the product policy.
 - Differentiation takes place in the basis of design, taste, size and type of packing of product.
 - With product differentiation, the company attempts to distinguish the product from the competitive products.
 - The company attempts to create the impression that its product is the best.
- (4 × 2) (8)

4.5	4.5.1	Expanded/Extended decisions		
	4.5.2	Routine decisions		
	4.5.3	Limited decisions		
	4.5.4	Routine decisions		
	4.5.5	Impulsive decisions		
	4.5.6	Extended/Expanded decisions	(6 × 2)	(12)
				[50]

QUESTION 5

5.1	5.1.1	Geographic ✓✓ – South and North America ✓✓		
	5.1.2	Behaviour ✓✓ – VIP clients ✓✓		
	5.1.3	Psychographic ✓✓ – Fun-loving people. ✓✓	(4 × 3)	(12)
5.2	• Consumerism is aimed at reconciling the right of buyers and sellers. • It functions as a social power in the business environment. • Consumers should be assisted to make the correct decisions. • It is economical power over businessmen to stop the exploitation of consumers. • It functions as the power to ensure that businessmen inform the consumer correctly. • If a consumer should take a bad consumer decision, it comes down to a waste of resources.		(6 × 2)	(12)
5.3	• To learn, the consumer must be motivated. • Full attention must be paid to the message. • Experience makes learning easier. • A degree of effective repetition must be present. • Without a positive reinforcement, a person will not be motivated to repeat a behavioural pattern.		(5 × 2)	(10)
5.4	5.4.1	Selective interpretation		
	5.4.2	Selective recall		
	5.4.3	Selective exposure		
	5.4.4	Selective attention	(4 × 2)	(8)

5.5	• Personal selling • Advertising • Sales promotion • Publicity	(4 × 2)	(8)
[50]			

QUESTION 6

6.1	Leeko Nkala		(2)
6.2	• Keeps excessive profit in check • Encourages higher productivity • Encourages technological innovation • Leads to lower prices and improve service	(4 × 2)	(8)
6.3	• Shanduka Group • Peace foundation	(2 × 2)	(4)
6.4	6.4.1 Yes, ✓		(1)
	• Because intermediaries bridge the gap of distances between manufacturer and customer ✓✓✓ • They buy products in bulk and sell in smaller quantities to consumers. ✓✓✓	(2 × 3)	(6)
	6.4.2		
	• Shanduka Group • Peace foundation • Spar fine slopes • Impala fruit • Flower market	(5 × 1)	(5)
6.5	• Totally new industries • Radically changed existing industries • New markets and industries not related to the new technological	(3 × 2)	(6)
6.6	People who are reasonably equal in status People who socialise on the same level People who have the same spending and income patterns	(3 × 2)	(6)

6.7	6.7.1	Increase in health consciousness		
	6.7.2	Population composition		
	6.2.3	Increase in number of households		
	6.2.4	Greater decision-making by children		
	6.2.5	Urbanisation		
	6.2.6	Increase in environmental awareness		
			(6 × 2)	(12)
				[50]
			TOTAL SECTION B:	150
			GRAND TOTAL:	200