



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

27 NOVEMBER 2018

This marking guideline consists of 7 pages.

SECTION A**QUESTION 1**

- 1.1 I
- 1.2 R
- 1.3 P
- 1.4 E
- 1.5 M
- 1.6 C
- 1.7 B
- 1.8 A
- 1.9 S
- 1.10 Q
- 1.11 H
- 1.12 D
- 1.13 O
- 1.14 F
- 1.15 N

(15 × 2) **[30]**

QUESTION 2

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

(10 × 2) **[20]**

TOTAL SECTION A: 50

SECTION B**QUESTION 3**

- 3.1 Micro marketing
- Study of various individual units functioning within the macro system
 - Main objective is to satisfy the needs of the individual units
- Macro marketing
- Analysis of the global marketing systems
 - Core objective is to satisfy the needs of the community (2 × 2) (4)
- 3.2 3.2.1 Psychographics
3.2.2 Demographics
3.2.3 Geographic
3.2.4 Behaviour
3.2.5 Demographics
- (5 × 2) (10)
- 3.3
- More expensive to develop separate marketing strategies
 - Only limited market coverage is gained
 - Increase of models can lead to cannibalism (3 × 2) (6)
- 3.4 Positioning
- A specific marketing mix✓ which has been developed to influence total perception of consumer✓ regarding a certain brand✓
- Product differentiation
- Distinguishing product/service physically or psychologically✓ from other competitive products✓ to be considered as separate by consumer✓ (6)
- 3.5
- Mission and objectives
 - Management structure
 - Marketing mix
 - Resources
 - Culture (Any 4 × 1) (4)
- 3.6
- Awareness:✓ consumer hears about new product✓
 - Interest:✓ consumer gathers information about the product.✓
 - Evaluation:✓ consumer uses the information to consider mentally whether to buy the product✓
 - Testing:✓ consumer purchases the product to try it out ✓
 - Acceptance:✓ consumer will decide to purchase the product if it is satisfactory✓ (10)

- 3.7
- Education level
 - Geographic distribution
 - Composition of the population
 - Languages relation
 - Patterns of income and expenditure
 - Age composition
 - Expenditure patterns
- (Any 6 × 1) (6)
- 3.8 Concentrated market segmentation strategy
- When a company identifies a single segment in the total market
 - Operates in a niche in the market with a limited product range
- (Any 1 × 2)
- Differentiated market segmentation
- Serves two or more market segments at the same time
 - Company develops a separate marketing mix for each segment
- (Any 1 × 2)
(2 × 2) (4)
[50]

QUESTION 4

- 4.1
- Product: ✓ batteries or flashlights or lighting products ✓✓
 - Price: ✓ economical prices ✓✓
 - Place (distribution): ✓ supplies mainly to urban markets ✓✓
 - Promotion: ✓ 'Give me Red' campaign or advertisements ✓✓
- (4 × 3) (12)
- 4.2
- 4.2.1 Strength: dominant battery brand ✓✓ or high-quality products ✓✓
- 4.2.2 Threat: rising costs ✓✓ or a shift in power consumption ✓✓
- 4.2.3 Opportunity: supply rural areas ✓✓
- 4.2.4 Target market: users of batteries and related products ✓✓
- 4.2.5 Slogan : 'Give me Red' ✓✓
- (5 × 2) (10)
- 4.3 Opinion leader (2)
- 4.4
- Personal selling
 - Advertising
 - Sales promotion
 - Publicity
- (4 × 2) (8)

- 4.5
- End-user market:✓ Final consumers buying goods and services for personal consumption✓✓
 - Industrial market:✓ Organisations buying products to produce other products or to facilitate the running of their businesses✓✓
 - Reseller market:✓ Wholesalers, retailers buying goods to resell at a profit✓✓
 - Government market:✓ Local, provincial and national authorities buying products to fulfil their obligations✓✓
 - International market:✓ Foreign consumers, manufacturers, resellers and governments that buy from local organisations✓✓ (Any 4 × 3) (12)
- 4.6
- Improve existing products and introduce new products
 - Retain and expand client services
 - Emphasise products representing high quality (3 × 2) (6)
- [50]**

QUESTION 5

- 5.1
- | | | | |
|-------|------------------|--|--|
| 5.1.1 | Non-controllable | | |
| 5.1.2 | Controllable | | |
| 5.1.3 | Non-controllable | | |
| 5.1.4 | Controllable | | |
| 5.1.5 | Controllable | | |
| 5.1.6 | Non-controllable | | |
- (6 × 2) (12)
- 5.2
- All of them consist of people (consumer market) or organisations (business market)
 - Have certain needs that should be fulfilled
 - Have the ability to purchase the products they need
 - Willing to spend money to buy products/services to satisfy their needs (4 × 2) (8)
- 5.3
- Membership groups:✓ A person has to obtain membership before belonging to the group.
 - Automatic groups:✓ Groups to which a person belongs automatically as a result of his/her age, work relation, interests or gender.✓✓
 - Negative groups:✓ Groups with whom the person would not like to be associated.✓✓
 - Associative groups:✓ Groups to which a person aspires to belong.✓✓ (Any 4 × 3) (12)
- 5.4
- Testimonials by satisfied consumers
 - Good after-sales service
 - Product guarantees (3 × 2) (6)

- 5.5
- Theft of stock
 - Dishonest staff
 - Change in consumer preferences
- (Any 2 × 2) (4)
- 5.6
- Cost reduction because of same communication message is used
 - Cost reduction because of the low cost per unit
 - Storage of the product is simplified because of uniform packaging
 - Lower marketing research costs
- (4 × 2) (8)
- [50]**

QUESTION 6

- 6.1
- If a product does not meet the requirements, it serves as a warning against repeat buys.
 - The consumer has greater freedom of choice about where to buy his/her product.
 - If consumers know the brand, it will speed up the purchase process.
 - Competition between brands leads to continuous product differentiation and improved products.
 - It is easier to obtain parts if the brand is wellknown.
 - The brand usually identifies a manufacturer/supplier.
 - A brand ensures the consumer of a consistent quality standard.
 - A brand helps immensely in the distinction/identification of the product
- (Any 5 × 2) (10)
- 6.2
- Identify opportunities and threats in the marketing environment
 - Do market research about all the possible variables in the marketing environment
 - Identify consumer needs
 - Develop a need-satisfying product directed at the consumer
 - Develop an acceptable price for the product
 - Develop strategies for the distribution of the product from the producer to the consumer
 - Develop strategies for promoting the product
 - Recruit, train, compensate, and motivate marketing personnel.
 - Provide an organisational structure
 - Exercise control over the marketing department
- (Any 6 × 2) (12)
- 6.3
- Adhering type:✓ a person who 'wishes to move closer to others'✓ and who strives for love, acceptance and appreciation ✓✓
 - Aggressive type:✓✓ persons who 'are against other people'✓ and who like competition✓✓
 - Detached type:✓✓ persons who 'move away from others'✓ and avoid relationships with other people as far as possible ✓✓
- (3 × 3) (9)

- 6.4
- Descriptive: ✓ obtaining and offering timely, accurate and relevant information ✓✓
 - Analytic: ✓ the data collected is analysed ✓✓
 - Predictive: ✓ the information collected is used to make predictions ✓✓
- (3 × 3) (9)
- 6.5
- Learning takes place more rapidly and will be remembered much longer if the product, service or idea is important to the consumer.
 - Repetition is necessary.
 - Special messages that are easily remembered
 - Aspects mentioned first and last will be remembered better.
 - Promise of reward or punishment makes the learning process easier.
 - Demonstrations simplify the learning process.
 - Serious, terrifying messages should be avoided.
- (Any 5 × 2) (10)
[50]
- TOTAL SECTION B: 150**
GRAND TOTAL: 180