



higher education & training

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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

(4030054)

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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 the answers according to the numbering system used in this question paper.
 5. Write neatly and legibly.
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SECTION A**QUESTION 1**

Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–S) next to the question number (1.1–1.15) in the ANSWER BOOK.

COLUMN A		COLUMN B
1.1	Applying particular dimensions to all products in the industry	A social class
1.2	Providing specifications to the product department	B reference group
1.3	Reflects various characteristics of the people of the country	C personality
1.4	Used to categorise consumers and examine their lifestyles	D positioning
1.5	How individuals form a meaningful overall picture	E psychographics
1.6	Determines how individuals respond to certain environment situations	F heterogeneous market
1.7	Influences the behaviour of individuals	G grading
1.8	Group of people who are reasonably equal in status	H prospecting
1.9	Uncertainty consumers experience after a purchase	I standardisation
1.10	Consumers obtaining and using need-satisfying product	J advertising
1.11	Process of tracing the consumer	K personality
1.12	Brand perception of customers relative to their perception of competitive brands	L segmentation
1.13	Attempt to distinguish a product from competitive products	M perception
1.14	Consists of all types of consumers	N homogeneous market
1.15	Consumers having similar needs, preferences and demands	O product differentiation
		P demography
		Q consumer behaviour
		R product development
		S cognitive dissonance

(15 × 2)

[30]

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 (2.1–2.10) in the ANSWER BOOK.

- 2.1 Which ONE is not a phase of the evolution of marketing?
- A Strategic marketing phase
 - B Objective orientating phase
 - C Production orientating phase
 - D Marketing orientating phase
- 2.2 The price of a product is mainly determined by ...
- A the cost of the product.
 - B the quality of the product.
 - C the demand for the product.
 - D A and C above
- 2.3 Language can give an indication of the ... of consumers.
- A cultural relation
 - B spending patterns
 - C preferences
 - D A and B above
- 2.4 Opening a bank savings account is an example of a ... motive.
- A social
 - B marketing
 - C security
 - D ego
- 2.5 By strengthening the positive ... of consumers, brand loyalty can be gained.
- A attitudes
 - B perception
 - C personality traits
 - D decision making
- 2.6 'P' in the STP process stands for ...
- A place the products.
 - B pursue the consumers.
 - C position the products.
 - D promote the products.

2.7 ... occurs when one product takes over the market of another product of the same company.

- A Differentiation
- B Cannibalism
- C Positioning
- D Market aggregation

2.8 Occupation is a possible variable of the ... base of segmentation.

- A geographic
- B demographic
- C psychographic
- D behaviour

2.9 Reduction in costs is an advantage of ...

- A multi-segmentation.
- B mass production.
- C concentrated market segmentation.
- D a homogeneous market.

2.10 ... is/are considered a key element in any marketing system.

- A Research design
- B Marketing decisions
- C Market analysis
- D Market research

(10 × 2) [20]
TOTAL SECTION A:

SECTION B

Answer any THREE questions in this section.

QUESTION 3

- 3.1 Distinguish between *micro marketing* and *macro marketing*. (2 × 2) (4)
- 3.2 Which base of market segmentation do you associate with the following variables?
- 3.2.1 Lifestyle
- 3.2.2 Family life cycle
- 3.2.3 Density
- 3.2.4 Brand loyalty status
- 3.2.5 Social class (5 × 2) (10)
- 3.3 Name THREE disadvantages of market segmentation. (3 × 2) (6)
- 3.4 Distinguish between positioning and product differentiation. (2 × 3) (6)
- 3.5 The marketing environment is basically divided into three environments.
Identify FOUR variables of the micro-environment. (4)
- 3.6 During the acceptance of new products, consumers go through several phases of decision making.
Briefly discuss the FIVE phases of the acceptance process. (5 × 2) (10)
- 3.7 List SIX demographical characteristics that are important to the marketing manager. (6)
- 3.8 Differentiate between a *concentrated market segmentation strategy* and a *differentiated market segmentation strategy*. (4)

[50]

QUESTION 4

Read the case study below and answer the questions.

Eveready is South Africa's dominant battery brand and provides a full range of high-quality products, including batteries, flashlights and lighting products.

It has used economical prices that have created huge sales volume and contributed towards its success and great revenues. However, the recent price increases of dry cell batteries due to rising costs seem to have reduced the demand for them.

Eveready launched the 'Give me Red' campaign in 1990's, using it in commercials aired through electronic media on radio and several prominent television channels. Advertisements were published in print media through magazines, newspapers and hoardings. The Indian film superstar, Amitabh Bachchan, was appointed in 2004 as its brand ambassador.

Presently the company mainly supplies urban markets in cities and not as much in rural areas. It also needs to face up to the fact that as more new-age gadgets appear on the market, a shift in power consumption will be inevitable.

[Adapted from: www.passionateinmarketing.com]

- 4.1 Use the case study to explain briefly Eveready's marketing mix (4Ps). (4 × 3) (12)
- 4.2 With regard to the company in the case study, name the following:
- 4.2.1 A strength
 - 4.2.2 A threat
 - 4.2.3 An opportunity
 - 4.2.4 Its target market
 - 4.2.5 The slogan used by it
- (5 × 2) (10)
- 4.3 Amitabh Bachchan is typically a (or an) ... as Eveready used him as a reference person. (2)
- 4.4 Identify FOUR promotional strategies a business can use to launch a new product. (4 × 2) (8)
- 4.5 Consumers with their needs and buying power are most important to the marketing manager.
- Briefly describe FOUR types of consumers. (4 × 3) (12)
- 4.6 A recession occurs during difficult times.
- List THREE marketing strategies marketing management can apply during a recession. (3 × 2) (6)
- [50]**

QUESTION 5

- 5.1 Indicate whether each of the following variables found in the marketing environment is *controllable* or *non-controllable*:
- 5.1.1 Opportunities
 - 5.1.2 Management areas function as a unit
 - 5.1.3 Delivering products needed for operations
 - 5.1.4 Product, price, promotion, distribution
 - 5.1.5 Strengths and weaknesses
 - 5.1.6 Self-orientation
- (6 × 2) (12)
- 5.2 The term *market* means different things to different people.
Name FOUR specific characteristics of a market.
- (4 × 2) (8)
- 5.3 Reference groups are likely to influence consumer behaviour.
Briefly explain FOUR types of reference groups.
- (4 × 3) (12)
- 5.4 Marketing management should attempt to reduce cognitive dissonance.
Name THREE methods that may be used.
- (3 × 2) (6)
- 5.5 An organisation carrying stock will be exposed to several risks.
Name TWO examples of human risks.
- (2 × 2) (4)
- 5.6 Mass production involves the large-scale production of a single item.
Name FOUR advantages of mass marketing.
- (4 × 2) (8)
- [50]**

QUESTION 6

- 6.1 Maslow has divided consumer needs into FIVE groups.
List these FIVE needs in order of importance. (5 × 2) (10)
- 6.2 Marketing management must perform several duties.
Identify SIX duties for which the marketing manager is responsible. (6 × 2) (12)
- 6.3 Marketers are interested in how personality influences consumer behaviour.
Briefly explain THREE types of personalities. (3 × 3) (9)
- 6.4 Market research is a key element in any marketing system.
Briefly describe the THREE roles market research must fulfil. (3 × 3) (9)
- 6.5 Name FIVE learning principles marketing management should keep in mind when formulating the marketing communication message. (5 × 2) (10)
- TOTAL SECTION B: 150**
GRAND TOTAL: 200
- [50]**