



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

28 NOVEMBER 2019

This marking guideline consists of 7 pages.

SECTION A (COMPULSORY)**QUESTION 1**

- 1.1 False
- 1.2 False
- 1.3 True
- 1.4 False
- 1.5 True
- 1.6 True
- 1.7 False
- 1.8 False
- 1.9 False
- 1.10 False

(10 × 1) [10]

QUESTION 2

- 2.1 C
- 2.2 B
- 2.3 A
- 2.4 D
- 2.5 B
- 2.6 A
- 2.7 D
- 2.8 B
- 2.9 C
- 2.10 C
- 2.11 C
- 2.12 B
- 2.13 B
- 2.14 A
- 2.15 B

(15 × 2) [30]

QUESTION 3

- 3.1 Nonprofit
- 3.2 Strategic marketing
- 3.3 attention
- 3.4 Culture
- 3.5 Autonomic

(5 × 2) [10]

TOTAL SECTION A: 50

SECTION B**QUESTION 4**

- 4.1
- Strengths:✓✓distribution services to businesses in the Eastern Cape and Limpopo✓✓
 - Weaknesses:✓✓ management✓✓
 - Opportunities:✓✓ No Risk incentive✓✓
 - Threats:✓✓ strike,✓✓ competitors
- (16)
- 4.2
- 4.2.1 strike
- 4.2.2 Changing fuel price
- 4.2.3 Strike caused empty fuel pumps which lead to no deliveries.
- 4.2.4 While Ultra Fuel's pumps were dry, competitors flourished.
- (4 × 2) (8)
- 4.3
- Social environment
 - Economic environment
 - Technological environment
 - Physical environment
 - Political and legislative environment
 - International environment
- (Any 5 × 2) (10)
- 4.4
- 4.4.1
- Identifies market opportunities and threats, internal strong and weak points (SWOT)
 - Does research to identify consumer needs
 - Sets marketing objectives in line with company objectives
 - Decides on marketing instruments (4Ps) (Any TWO)
- 4.4.2
- An effective and organised marketing department must be created.
 - Interactive groups are joined together to form departments.
 - Authoritative structures and lines of communication are determined. (Any TWO)
- 4.4.3
- Provide leadership in planning and implementation of marketing strategies.
 - Recruits and trains staff
 - Communicates with staff (Any TWO)
- 4.4.4
- All divisions of the marketing department must work as a team.
 - Activities of marketing department must co-ordinate with activities outside the organisation.
 - Activities of the marketing department and other departments of the a organisation must co-ordinate to reach a common goal. (Any TWO) (4 × 4)
- (16)
[50]

QUESTION 5

- | | | | | |
|-----|-------|---|-------------|-------------|
| 5.1 | 5.1.1 | Noncontrollable | | |
| | 5.1.2 | Controllable | | |
| | 5.1.3 | Noncontrollable | | |
| | 5.1.4 | Controllable | | |
| | 5.1.5 | Controllable | | |
| | 5.1.6 | Noncontrollable | | |
| | | | (6 × 2) | (12) |
| 5.2 | • | All of them consist of people (consumer market) or organisations (business market). | | |
| | • | These people or companies have certain needs that must be fulfilled. | | |
| | • | They have the ability to purchase the products they need. | | |
| | • | They are willing to spend money to buy products or services to satisfy their needs. | (4 × 2) | (8) |
| 5.3 | • | Membership groups:✓ a person has to obtain membership before being able to belong to the group✓✓ | | |
| | • | Automatic groups:✓ a person belongs automatically to the group as a result of age, work relation, interests or gender✓✓ | | |
| | • | Negative groups:✓ a person would not like to be associated with the group and will purposefully avoid them✓✓ | | |
| | • | Associative groups:✓ groups to which a person aspires to belong✓✓ | | (12) |
| 5.4 | • | Testimonials from satisfied consumers | | |
| | • | Good after-sales service | | |
| | • | Product guarantees | (3 × 2) | (6) |
| 5.5 | • | Stock theft | | |
| | • | Dishonest staff | | |
| | • | Change in consumer preferences | (Any 2 × 2) | (4) |
| 5.6 | • | Personal selling | | |
| | • | Advertising | | |
| | • | Sales promotion | | |
| | • | Publicity | (4 × 2) | (8) |
| | | | | [50] |

QUESTION 6

- 6.1
- Stabilises the demand for the product during time of shortages
 - Some organisations store goods to protect themselves against natural disasters and strikes
 - Certain products are stored to improve their quality. (Any 2 × 2) (4)
- 6.2
- 6.2.1 A market segment can be chosen as a target market if it fulfils all requirements for sensible segmentation.
- 6.2.2 It refers to a specific marketing mix, which aims to influence the total perception of the consumer regarding a certain brand, product line or a specific organisation.
- 6.2.3 It harmonises the rights of buyers and sellers
- 6.2.4 The consumer orders alternatives according to the relative benefit or use gained compared to the price. (4 × 2) (8)
- 6.3
- Profitable opportunities can be identified
 - It indicates the need for the development of separate presentations and marketing strategies for the different segments.
 - A well-developed market presentation ensures better consumer satisfaction. (3 × 2) (6)
- 6.4 A social class consists of a group of people:
- who are reasonably equal in status
 - who socialise on the same level
 - who have similar income spending and income patterns (3 × 2) (6)
- 6.5
- Lower prices
 - Better service
 - Better product quality (3 × 2) (6)
- 6.6
- Culture
 - Social class
 - Family
 - Reference groups
 - Opinion leaders
 - Life cycle (6 × 2) (12)

6.7 Differentiated market segmentation

- Company serves two or more market segments at the same time.✓
- Company develops a separate marketing mix for each segment.✓

Undifferentiated market segmentation

- Also known as the total market concept and mass market strategy/market aggregation.✓
- It is assumed that consumers are more or less homogeneous✓
- With identical demands, preferences for a market offering.(Any TWO)

(2 + 2)

(8)

[50]**QUESTION 7**

- 7.1
- Physiological:✓ need for food, water and shelter urges the consumer to satisfy these needs first of all.✓✓
 - Safety and security:✓ the need for safety, protection and security✓✓
 - Social:✓ the need for love and the need to belong to a group✓✓
 - Ego:✓ the need for self-respect, recognition, status and the need to be important✓✓
 - Self-actualisation: ✓ the search for self-fulfilment, to become everything a person is capable of becoming✓✓
- (5 × 3) (15)
- 7.2
- Identify opportunities and threats in the marketing environment.
 - Do market research about all the possible variables in the marketing environment and write a report on them.
 - 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 the promotion of the product
 - Recruit, train, compensate and motivate marketing personnel for the task which they have to complete.
 - Provide an organisational structure.
 - Exercise control over the marketing department.
- (Any 5 × 2) (10)
- 7.3
- Adhering type✓ – 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)

7.4	• Higher income • Larger market share • Scale benefits on production and marketing	(3 × 2)	(6)
7.5	• Products and services • Markets • Distribution • Price determination • Sales organisation • Advertising and sales promotion • Service rendering • Packaging and branding	(Any 5 × 2)	(10)
			[50]
		TOTAL SECTION B:	150
		GRAND TOTAL:	200