higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL3

(3041003)

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING
NQF LEVEL 3
TIME: 3 HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Use only a black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Complete the following sentences by writing only the missing word or words next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 … is the process of collecting information about the target market and competitors of a business.

1.2 … is a kind of marketing that offers goods and services over the telephone.

1.3 A … includes the rules and guidelines a marketing department must adhere to when it puts together a marketing plan.

1.4 The interval in which a certain business project is scheduled to occur is called a…

1.5 A … comprises detailed information about the target market and the way in which the elements of a marketing mix in an organisation is used.

1.6 A … is the time by which a certain project must be completed.

1.7 A … is a set of questions formulated by a researcher to get the opinion of customers and study their behaviour.

1.8 A … is a series of thin and thick lines that identifies a product.

1.9 A designed … can be used to evaluate the outcomes of marketing activities.

1.10 To enter data into a computer, a specific … is needed to give it an instruction.

(10 × 1) **[10]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.10) in the ANSWER BOOK. Give ONE reason for each answer.

2.1 Conclusive research is designed to explore a problematic situation.

2.2 The objective of the introduction stage of a product is to convince customers to try a new product.

2.3 A trend is when a company continues to use the same method of marketing, regardless of changes worldwide.

2.4 A matrix means joint and mutual decision-making in terms of sales and production.

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2.5 A company has the right to advertise with the aim of bribing customers to buy their products.

2.6 The data stored in a computer can't be retrieved for research purposes when needed.

2.7 Discrimination against customers amounts to unethical behaviour.

2.8 The scope of market research refers to the areas that were covered and the aspects that were studied.

2.9 The results of marketing activities must not be evaluated.

2.10 All marketing activities consist of five main components.

(10 × 1) **[10]**

QUESTION 3

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Customers, suppliers and competitors	A	launching
3.2	Product is made available on the shelves for the first time	B	prestige
3.3	Offering a product at a lower price to quickly get a large share of the market	C	outdoor media
3.4	It includes signs and billboards	D	predictive research
3.5	High price associated with high quality	E	market environment
3.6	Company and its various departments	F	press release
3.7	Insert advertisement in a newspaper	G	internal environment
3.8	It shows how customers will react to a new product	H	decline
3.9	Phrase that will cause customers to remember an advert	I	penetration
3.10	Stage when a product is less advertised	J	slogan

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4



YARDLEY LONDON

Yardley of London (usually referred to simply as **Yardley** or **Yardley's**) is a British personal-care brand and one of the oldest firms in the world to specialise in cosmetics, fragrances and related toiletry products. Established in 1770, the company became a major producer of soap and perfumery by the start of the 20th century. Yardley London's products are not only suitable for vegans, but also cruelty free and contain up to 97 percent natural ingredients**.** At least 30 percent of the plastic packaging is post-consumer recycled and their cartons are made of FSC board.

4.1 Explain how marketing research will influence decision-making at Yardley of London. (2)

4.2 Formulate any FIVE questions that the marketing department of Yardley of London should ask before they allocate funds to do market research. (5)

4.3 Different factors may influence Yardley of London's market research. Explain FIVE factors that will influence it. (5 × 2) (10)

4.4 Based on the above information, identify FOUR strengths of Yardley of London. (4)

4.5 Explain THREE ways in which departing from their code of conduct can impact their customers in a negative way. (3)

4.6 Explain the type of marketing that could benefit Yardley of London as an international company. (2)

4.7 Explain how their scope of market research can help in their marketing decision-making and policy. (4)

[30]

QUESTION 5

5.1 Describe any THREE instances in which an organisation doesn't need to do market research. (3 × 2) (6)

5.2 List any FOUR guidelines provided by a marketing policy. (4)

5.3 Name any FIVE types of data an organisation can consult to conduct a research project. (5)

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5.4 Formulate any FIVE questions that may appear in a checklist to evaluate the outcomes of marketing activities. (5 × 2) (10)

5.5 Name FIVE characteristics of a good and presentable marketing research report. (5)

[30]



QUESTION 6

6.1 Name any FOUR elements of an organisation's macroenvironment that it must take into consideration during its operation. (4)

6.2 State FOUR ways to incorporate market research in a marketing plan. (4 × 2) (8)

6.3 A code of ethics avoids certain marketing problems.

Name any FIVE problems that can be avoided by adhering to a code of ethics. (5 × 2) (10)

6.4 Describe the consequences of not following a marketing activities plan. (4)

6.5 Briefly explain the difference between a *marketing activity plan* and a *marketing plan*. (2 × 2) (4)

[30]



QUESTION 7

7.1 Name FIVE ways in which an organisation can keep their product in the maturity stage. (5 × 2) (10)

7.2 Explain the following methods of preparing data:

7.2.1 Batching

7.2.2 Online processing

7.2.3 Online entry with delayed processing

(3 × 2) (6)

7.3 List any FOUR components of marketing activities. (4)



7.4 Explain any FIVE relationships between market research and the product life cycle. (5 × 2) (10)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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