higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 2

(3041002)

20 November 2024 (Y-paper)
13:00–15:30

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING
NQF LEVEL 2
TIME: 2½ 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. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 The introduction of a marketing plan includes suggestions and recommendations.

1.2 Macro-environment factors are controllable.

1.3 Global economy means national business activities.

1.4 The research and development department seeks product development and innovations.

1.5 Demographic factors are mostly used in consumer segmentation.

1.6 A service is an intangible item that is provided by a business to consumers.

1.7 The marketing budget shows the money that is available to cover expenses.

1.8 The symbol ® indicates that the brand name has been officially registered by the company that owns it.

1.9 The purchasing department wants to keep order costs as low as possible.

1.10 A market segment has different needs and wants.

(10 × 1) **[10]**

QUESTION 2

Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Personal marketing communication	A	consumer
2.2	An explanation that has not yet been proved to be true	B	proactive
2.3	Buying goods in large quantities	C	convenience products
2.4	Products that consumers buy everyday	D	personal selling
2.5	Focuses on messages and media	E	regulation
2.6	Making things happen rather than reacting to events	F	bulk
2.7	Products that are bought to make other products	G	sought products
2.8	Rules that control something	H	communications
2.9	The process of selecting people for a job	I	hypothesis
2.10	Uncontrollable factor in the market environment	J	industrial products
		K	distribution
		L	affirmative action

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (3.1–3.10) in the ANSWER BOOK.

accounting; global warming; scope; marketing strategy; public relations; survival; objective; supplier; middlemen; competitors

3.1 An … is something you want to achieve.

3.2 If a company fails to introduce its products to consumers, it will affect the future … of the business.

3.3 … maintains a good corporate image.

3.4 A … is a controllable factor in the market environment.

3.5 … buy goods and sell them to other people.

3.6 Marketing works with the … department to investigate profits that the business is making.

3.7 The … of marketing can be increased by taking on more activities.

3.8 … sell the same or similar products as your business.

3.9 A … is a planned series of actions to achieve a business goal.

3.10 Increased levels of carbon dioxide causes …

(10 × 1) (10)
[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Look at the picture below and answer the questions.



[Source: *https://www.theintactone.com*]

4.1	List THREE objectives of promotions.	(3 × 1)	(3)
4.2	Name nonpersonal marketing communication methods.	(3 × 2)	(6)
4.3	Before marketing a product, a company should compile a marketing plan. Describe the components of a marketing plan.	(7 × 2)	(14)
4.4	Different market segments respond differently to promotions and advertising. List SEVEN psychographic variables that can be used to segment a market.	(7 × 1)	(7)
			[30]

QUESTION 5

Study the picture below and answer the questions.



[Source: *https://www.marketing91.com/marketing-environment/*]

5.1 Define the concept *marketing environments*. (2)

5.2 Tabulate *controllable factors* and *uncontrollable factors* that influence marketing environments. (6 × 2) (12)

5.3 A marketing policy is found within the micro-environment.

Give the reasons why a company should have a marketing policy. (4 × 2) (8)

5.4 Companies are able to control the price of their products.

Name FOUR aspects that companies should consider when setting the right price for their products. (4 × 1) (4)

5.5 Differentiate between a *global market* and a *local market*. (2 × 2) (4)

[30]

QUESTION 6

Read the scenario below and answer the questions.

The Woolworths Group's environmental and supply chain goals include, among others, targets to achieve net-zero carbon impact by 2040; for all energy to be obtained from renewable sources by 2030; to have a fully traceable and transparent supply chain by 2025; for all of our packaging to be reusable or recyclable; and for all our private label fashion and home products to be designed to be reused, repaired, resold or recycled by 2025.

Alongside these environmental targets, Vision 2025+ also spotlights the need to bring about societal change, made even more urgent by the impact of the COVID-19 pandemic. Through the Inclusive Justice Initiative, Woolworths is underscoring its commitment to being a diverse and inclusive business focused on enhancing a sense of belonging for our employees, customers and communities.

[Source: *www.woolworths.co.za/content/look/making-a-difference/green-economy-article*]

6.1 Woolworths's marketing policy focuses on sustainability.

Define the concept *marketing policy.* (4)

6.2 Explain the term *green marketing*. (2)

6.3 What is Woolworths aiming to do to minimise harmful effects on the environment? (5 × 2) (10)

6.4 State the good outcomes that Woolworths can achieve when all departments work well together. (7 × 2) (14)

[30]

QUESTION 7

7.1 Explain the purpose of a company having a marketing plan. (4 × 2) (8)

7.2 List SIX examples of marketing expenses. (6 × 1) (6)

7.3 Name and explain FOUR ways of collecting data in a research process. (4 × 3) (12)

7.4 Draw a one-link distribution channel. (2 × 2) (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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