higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 4

(3041004)

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This question paper consists of 7 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING
NQF LEVEL 4
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. 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

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	This technique is used to predict how customers may react to a particular advertisement	A	post-testing
		B	decision support system
1.2	A computerised system that gathers data to eventually provide decision-makers with information on a continuous basis	C	external data sources
		D	primary research
1.3	Information produced by the organisation	E	internal data sources
1.4	A set of rules and beliefs that govern good and bad behaviour	F	marketing information system
1.5	Marketers use this technique to obtain information after an advertisement is seen by customers	G	secondary research
		H	pretesting
1.6	A computerised system that has comprehensive information about customers to help serve their needs better	I	customer relationship management system
		J	ethics
1.7	Information that is available outside of the organisation		
1.8	Research that was previously done by another company for another purpose		
1.9	A computerised method with tools, techniques and procedures that aid decision makers		
1.10	This is a term to describe research that has never been done before		

(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.

2.1 Organisational ethics are guidelines for behaviour that ensures that nobody is harmed.

2.2 Resources are everything needed to carry out the marketing plan of the organisation.

2.3 A value proposition states how a product or brand solves a customer's problem.

2.4 Expertise refers to all things human and non-human that are needed for a company to succeed.

2.5 The main goal of a mission statement is to guide a company from its current state to its desired state using a series of business actions.

2.6 A competitor's performance is essential to evaluate the utilisation of company resources.

2.7 Supervisors and factory managers can be classified as competencies.

2.8 The results from a marketing campaign is a form of feedback for the marketing department.

2.9 There is no need for a marketing plan to record personnel that are required in the marketing department.

2.10 A code of conduct is a formal set of rules and standards describing what is expected of each employee.

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences by writing only the missing word or words next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 The portion of the total market that a company has in relation to its competitors is known as …

3.2 A … is a tool that is used to monitor whether time frames are adhered to.

3.3 … occur when expected results vary from actual results.

3.4 The amount of money that a company gains in relation to the marketing costs is known as …

3.5 When a business takes out insurance covering protest action, this is an example of a/an …. event.

3.6 A gas cooker is an example of a/an … needed in a restaurant.

3.7 Knowledge of the consumer market is an example of a/an … marketing resource.

3.8 Marketers that think about events and adjust accordingly rather than reacting to events are … .

3.9 A company's strengths, weaknesses and competencies are all part of the … marketing environment.

3.10 The … marketing environment includes technological advancements, social, economic, competitive and legal factors.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Read the scenario below and answer the questions that follow.

You have recently been appointed as a marketing assistant at Mzanzi Advertising Solutions on a contractual basis. The company does advertising research and develops advertising campaigns as well as marketing plans for companies. Your job will include familiarising yourself with the advertising research process and its relevance before, during and after a marketing campaign. You will also need to know the importance of the marketing department with respect to business plans. Another task will be developing and reviewing marketing plans for various organisations.

4.1 Identify THREE activities performed by Mzanzi Advertising Solutions. (3 × 2) (6)

4.2 Explain THREE consequences of an advertising research process that is poorly managed. (3 × 2) (6)

4.3 Name any THREE advantages of input given by the marketing department to a strategic business planning of Mzanzi advertising solutions. (3 × 2) (6)

4.4 Give FOUR reasons why strategic marketing plans are reviewed. (4 × 2) (8)

4.5 Compare the differences between primary data and secondary data that is needed when preparing a marketing strategy. (2 × 2) (4)

[30]

QUESTION 5

5.1 Design a checklist for monitoring of marketing information flow. (4 × 2) (8)

5.2 Assess how the methods of a marketing information system can help to meet the marketing requirements of a company. (4 × 2) (8)

5.3 Provide FOUR reasons why a company may decide to trade internationally. (4 × 2) (8)

5.4 Provide THREE reasons why culture must be considered when trading internationally. (3 × 2) (6)

[30]

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QUESTION 6

6.1	Illustrate FIVE characteristics of performance standards.	(5 × 2)	(10)
6.2	Describe FOUR general performance standards.	(4 × 2)	(8)
6.3	Explain the importance of FOUR types of marketing resources.	(4 × 2)	(8)
6.4	List FOUR ways to assess marketing resources.	(4 × 1)	(4)
			[30]

QUESTION 7

Study the scenario below and answer the questions that follow.

> The state of marketing ethics presents a clear message that marketers want to do better. Senior executives regard this as a top priority and this is an encouraging sign for marketing. Competing priorities such as optimal use of resources and planning, and reporting means that intention doesn't always lead to reality.

[Source: Adapted from: *https://www.precisdigital.com/ebook/marketing-ethics-report-2022/*]

7.1	Find the ethical message from the scenario.		(2)
7.2	Discuss the role of ethics in a marketing organisation.	(5 × 2)	(10)
7.3	List FOUR ways in which one can report on expertise and resources in a company.	(4 × 1)	(4)
7.4	Discuss FOUR factors that can be considered when preparing a report.	(4 × 2)	(8)
7.5	Outline the importance of data when preparing a marketing plan.	(3 × 2)	(6)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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