higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 3

14 November 2022

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1 F
1.2 A
1.3 I
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1.10 H

(10 × 1) **[10]**

QUESTION 2

2.1 Competitors
2.2 Coding data
2.3 Online
2.4 Product life cycle
2.5 Marketing activity plan
2.6 Processing
2.7 Ethical
2.8 Questionnaire
2.9 Marketing policy
2.10 Laggards

(10 × 1) **[10]**

QUESTION 3

3.1 Market
3.2 Telemarketing
3.3 Verification
3.4 Exploiting
3.5 Time
3.6 Secondary
3.7 Micro-environment
3.8 Press release
3.9 Checklist
3.10 Demographic

(10 × 1) **[10]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 4

4.1
- IFG will get the information on how many customers are willing to buy their new product.✓✓
- They will know how often the customers are going to buy the product.✓✓
- Market research will enable them to know the price customers are willing to pay for the product.✓✓
- IFG will get the information of what the customers like and don't like about the product.✓✓
- They will have the knowledge of what kind of packaging customers like and don't like.✓✓ (Accept any relevant answer) (5 × 2) (10)

4.2 Introduction stage✓
This is the period during which IFG is introducing its newly launched peanut butter to the public. By this time there is not many sales or profit as this when the customers are deliberating on whether to buy the product or not.✓✓

Growth stage✓
The new customers of IFG are now gradually accepting the product and starting to buy it. The company will now start to see the increase in their sales.✓✓

Maturity stage✓
IFG will now be on the peak of sales and profit. The customers are now used to the product.✓✓

Decline stage✓
This is a final stage of the product, when fewer customers show interest in the product and the sales and the profit will start to decrease.✓✓

(Accept any relevant answer) (5 × 3) (15)

4.3 What, Who, When, Where and How much (5 × 1) (5)
[30]

QUESTION 5

5.1
- The company will be unable to evaluate the success of the plan.✓✓
- They will not be able to make changes to the plan.✓✓
- They will not be aware whether they have deviated from the original plan or not.✓✓

(Accept any relevant answer) (3 × 2) (6)

5.2
- Information about target market
- Information about competitors
- Information about product and its features
- Information about the micro-environment
- Information about distribution of the product

(Accept any relevant answer) (5 × 1) (5)

5.3
- They must have the skills to understand the importance of market research.✓✓
- They must have expertise and skills to formulate the questions that will provide the information needed.✓✓
- Must have the ability to identify the information relevant to market research.✓✓
- Have expertise on how to report the results of the research.✓✓
- Must be able to utilise funds allocated to the product, efficiently.✓✓
- Be able to analyse data collected.

(Accept any relevant answer) (Any 5 × 2) (10)

5.4
- Alphabetic data
- Numeric data
- Alphanumeric data
- Image data
- Audio data
- Video data

(Accept any relevant answer) (Any 5 × 1) (5)

5.5
- A marketing plan is a written document that contains the guidelines for the organisation's marketing programmes over a certain period.✓✓
- A marketing policy provides rules or guidelines that should be followed when the marketing department is developing the marketing plan.✓✓

(2 × 2) (4)

[30]

QUESTION 6

6.1
- What is the activity?
- Who is responsible for arranging the activity?
- When will the marketing activity reach the target audience?
- How much will the marketing activity cost?
- Where will the marketing appear (which media?)

(Accept any relevant answer) (5 × 1) (5)

6.2 Marketers should follow all ethics guidelines when they are marketing the product as the customers would not want to buy from an organisation that is offering products under false pretences. Marketing can never be successful if customers feel that they are being deceived.✓✓✓✓

(Accept any relevant answer) (4)

6.3 The organisation may end up losing all their potential and loyal customers by not adhering to the code of conduct. They might lose their licence for operating by violating code of conduct rules that may harm the public.✓✓✓

(Accept any relevant explanation) (3)

6.4 Product✓
The marketing policy will give guidelines on the type of product to be produced and what factors to be considered in order to meet the requirements of the customer's needs.✓

Place✓
The policy will give guidelines on where the products will be sold, for example, online selling or direct customer sales.✓

Promotion✓
It gives ideas on how the product will be marketed and the type of marketing media to be used to reach the target audience.✓

Price✓
It helps in determining the price of the product after taking into account the affordability to customers and the prices of your competitors.✓ (4 × 2) (8)

6.5
- Printed media✓ e.g., newspapers and magazines✓
- Outdoor media✓ e.g. billboards, banners, posters✓
- Radio✓ e.g., national or local radio station✓
- Cell phones✓ e.g., SMS, MMS, WhatsApp✓
- Sponsorship,✓ e.g., event with the name of the products, like printed T-shirts.✓

(Accept any relevant answer) (5 × 2) (10)

[30]

QUESTION 7

7.1
- It helps to avoid offering products or services that are unsafe or unhealthy.✓✓
- It helps to avoid charging unfair prices.✓✓
- It helps to avoid using advertisements that are not true and honest.✓✓
- Avoiding adverts that are offensive and discriminating.✓✓
- It helps to avoid giving false information about the product.✓✓

(Accept any relevant answer) (Any 4 × 2) (8)

7.2
- The information helps in making decisions on the type of marketing that will reach their target market.✓✓
- Information helps the marketing managers to have a better understanding of marketing problems.✓✓
- It provides information about prices of products that competitors charge.✓✓
- It helps to assess the success of an organisation's marketing plan and activities.✓✓
- It helps the organisation to be aware of opportunities that could be useful to it.✓✓

(Accept any relevant answer) (5 × 2) (10)

7.3
- Re-entry of data✓ – entering of the same data again to see if you will get the same results. If the results are not the same, then you will know that there are discrepancies.✓
- Database structure✓ – in order to ensure data accuracy, you must design a database that stores only relevant and valuable information. This means that if you enter incorrect codes, the system will reject the data.✓
- Data entry form design✓ – a pre-installed computer program that is designed to validate data entered.✓
- Output analysis – the results must be analysed as to whether they make sense before you use them, and to make sure the results you got are what you expected.

(Accept any relevant answer) (Any 3 × 2) (6)

7.4
- It can identify opportunities for new products.✓✓
- It can identify competitors and their products.✓✓
- It identifies the market for new product.
- It can identify the market for existing products.
- It can identify problems with products.

(Accept any relevant answer) (2 × 2) (4)

7.5 The role of marketing research as a descriptive function – it is the collection of information or data about customers and products.✓✓ (2)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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