higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE (VOCATIONAL)

## MARKETING
## NQF LEVEL 3

## 19 November 2024

**This marking guideline consists of 6 pages.**

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## SECTION A

### QUESTION 1

1.1 Market research
1.2 Telemarketing
1.3 Marketing policy
1.4 Time frame
1.5 Marketing strategy
1.6 Deadline
1.7 Questionnaire
1.8 Bar code
1.9 Checklist
1.10 Program

(10 × 1) **[10]**

### QUESTION 2

2.1 False − Conclusive research is designed to assist with decision-making.

2.2 True − The introductory phase encourages the purchase of new products.

2.3 False − A trend is when a company uses different methods of marketing according to changes around the world.

2.4 True − Matrix structures encourage joint decision-making.

2.5 False − It is unethical to bribe customers.

2.6 False − Data stored on a computer can be retrieved when needed.

2.7 True − A company cannot discriminate against a customer.

2.8 True – The areas that are covered and aspects that are studied during research are referred to as the scope of marketing research.

2.9 False − Activities have to be evaluated so that problems are identified.

2.10 False − Marketing activities have components based on the activity.

(Any suitable reason) (10 × 1) **[10]**

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## QUESTION 3

3.1 E
3.2 A
3.3 I
3.4 C
3.5 B
3.6 G
3.7 F
3.8 D
3.9 J
3.10 H

(10 × 1) **[10]**

**TOTAL SECTION A: 30**

## SECTION B

## QUESTION 4

4.1 Market research will help Yardley of London to find out who their target market is✓ and to know the type of marketing they must use to reach their potential customers on time.✓ (2)

4.2
- Will Yardley of London's research identify the opportunities the company can profit from?
- Will their research increase their sales?
- Will their research bring about noticeable changes in their customers' needs and preferences?
- Will Yardley's research solve any of their product and sales problems?
- Will their research help them to identify their competitors? (5)

4.3
- Yardley of London must consider the time factor; that is, they need to know if they have enough time to do research before launching their product. Will they have enough time to reach all their global customers seeing that they are an international company?
- They also need to consider the benefits and expenses that may come with the research. They must ask themselves if it will be worth their while to conduct research. Will they get a positive response that will boost their sales?
- Does the company have enough resources to conduct such research?
- Yardley of London must know if data is available to conduct the research or if they will have to collect the data themselves. Correct and readily available data makes the research process easier and faster.
- They also have to decide on the type of market they want to reach and how are they going to reach them. (5 × 2) (10)

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4.4
- Yardley of London's products are suitable for vegans.
- Their product is cruelty free.
- Their products contain up to 97 percent natural ingredients.
- Plastic packaging is at least 30 percent post-consumer recycled.
- They are one of the oldest firms in the world. (Any 4 × 1) (4)

4.5
- The company may lose their loyal customers to competitors.
- It can also damage the reputation of the company.
- If they deal with international customers, their products may end up being removed in other countries. (3)

4.6 Telemarketing or online marketing is the type of marketing that will reach their potential global customers fast without physically visiting one country after the other. (2)

4.7 Thanks to the scope of their market research, Yardley will find out more about their customers' needs✓ and the reasons that they buy Yardley products.✓ Based on the market research they have conducted, the company will be able to make a policy✓ to respect their international customers' beliefs and cultures. They will also know the reason why certain customers do not buy their products.✓ (4)

**[30]**

**QUESTION 5**

5.1
- A company does not need to do research when the information they need is readily available.
- When a company does not have enough time to conduct research.
- If a company does not have the funds to conduct research.
- When the research to be conducted will not result in an increase in sales.

(Any 3 × 2) (6)

5.2
- A marketing policy will have guidelines regarding the types of product to be marketed.
- It will enable a company to decide on the pricing strategy of their product.
- It will give them guidelines on ways to market their product and the kind of marketing strategy that will be effective.
- It also gives guidelines to decide how the product will be distributed.
- The policy will help to determine the type of payment method and the terms that will come with it. (Any 4 × 1) (4)

5.3
- Alphabetic data
- Numeric data
- Alphanumeric data
- Image data
- Audio data
- Video data (Any 5 × 1) (5)

5.4
- What response and feedback are received from customers?
- Did sales of the product increased?
- Was more of a particular product ordered?
- Did they receive more enquiries about the product?
- Were any complaints received about the product? (5 × 2) (10)

5.5
- Because a report must be reader-friendly, it must be typed in a readable font.
- Information must be in a logical order.
- A report must have a title suitable to that research.
- Subheadings must indicate the argument of the report.
- The report must be proofread before it is presented.
- The must be a in a suitable format. (Any 5 × 1) (5)

**[30]**

**QUESTION 6**

6.1
- Demographic environment
- Economic environment
- Legal and political environment
- Social environment
- Natural environment
- International environment (Any 4 × 1) (4)

6.2
- It summarises the main objectives of the company in terms of its target market and competitors.
- It analyses the current market situation in terms of their market, product and all external environments.
- It will also enable the company to do a SWOT analysis.
- Market research will also help to set objectives and decide on the strategy is to be used. (4 × 2) (8)

6.3
- Selling goods that are harmful to customers.
- Offering goods at unfair prices to increase profit.
- Publishing offensive and dishonest advertisements.
- Giving false information about a product.
- Using unsuitable packaging for a product. (5 × 2) (10)

6.4
- They will not know who to hold accountable for each activity if there are deviations✓ or who to ask if they want to know the cost of the research.✓
- They will be unable to do the evaluate their marketing plan.✓ They won't even know when to make changes to improve their marketing plan.✓

(2 × 2) (4)

6.5 A marketing plan is a binding document containing guidelines about marketing programmes within a specific time frame,✓✓ whereas a marketing activity plan gives details of specific activities and the action plan.✓✓ (2 × 2) (4)

**[30]**

**QUESTION 7**

7.1
- Developing and launching a new version of the same product.
- Finding a new use for the same product.
- Find a new market for the same product.
- Lowering the price of the same product so that it is cheaper than that of competitors.
- Constant advertisement.
- Extending distribution to other areas or cities. (5 × 2) (10)

7.2 Batching method
- All jobs or tasks that have been collected in groups or small batches are processed together.

Online processing method
- There are no delays because data is immediately processed.

Online entry with delayed processing
- Although data or transactions will be entered into the computer as they happen, they will not be immediately processed because they will have to wait for verification or confirmation. (3 × 2) (6)

7.3
- What will be sold?
- Who will be responsible for the product?
- When will the activities take place?
- Where will the product be sold?
- How much will the product cost? (Any 4 × 1) (4)

7.4
- Market research managers use the product life cycle to identify new opportunities to meet customer needs.
- A product life cycle helps market research managers to keep their product in the maturity stage.
- Market research managers use the product life cycle during the growth stage to identify problems based on customers' reaction to their pricing and quality.
- Market research will assist in identifying the product's competitors. Because the product will be constantly improved so that it outshines the competition and does not go into the decline stage.
- During the introduction stage, market research will help to identify the target market so that advertising is not aimed at the wrong market. (5× 2) (10)

**[30]**

**TOTAL SECTION B: 120**
**GRAND TOTAL: 150**

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