higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 2

20 November 2024

This marking guideline consists of 5 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 False
1.2 False
1.3 False
1.4 True
1.5 True
1.6 True
1.7 True
1.8 True
1.9 True
1.10 False

(10 × 1) **[10]**

QUESTION 2

2.1 D
2.2 I
2.3 F
2.4 C
2.5 H
2.6 B
2.7 J
2.8 E
2.9 L
2.10 A

(10 × 1) **[10]**

QUESTION 3

3.1 objective
3.2 survival
3.3 Public relations
3.4 supplier
3.5 Middlemen
3.6 accounting
3.7 scope
3.8 Competitors
3.9 marketing strategy
3.10 global warming.

(10 × 1) **[10]**

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 4

4.1
- Inform
- Persuade
- Remind (3)

4.2
- Advertising
- Sales promotion
- Public relations (3 × 2) (6)

4.3
- Table of contents – lists different topics that are covered in the marketing plan.
- Executive summary – a short summary of main objectives, decisions and recommendations.
- Introduction – an introduction of the history of the business.
- The marketing mix – activities that are involved in marketing, which is product, pricing, promotion and placement.
- Marketing budget – a statement that shows how much money a business has and how much it will need for expenses.
- Summary – suggestions and recommendations on how the business will reach its objectives.
- Conclusion – indicates the reasons why you think the business will be successful, do financially well and why someone must invest in it. (7 × 2) (14)

4.4
- Personality
- Self-image
- Values
- Social aspirations
- Buying motives
- Social class
- Social culture (7)

[30]

QUESTION 5

5.1 Marketing environments are all factors that directly or indirectly influence the marketing activities. (1 × 2) (2)

5.2

CONTROLLABLE FACTORS	UNCONTROLLABLE FACTORS
Business mission	Political and legal
Marketing objectives	International
Business resources	Physical
Marketing instruments	Technological
Business strength	Economic
Business weaknesses	Socio-cultural

(6 × 2) (12)

5.3 The marketing policy is a guideline on:
- Product strategy
- Distribution strategy
- Promotion strategy
- Price strategy (4 × 2) (8)

5.4
- Pricing objectives
- Demand
- Cost
- Competition (4 × 1) (4)

5.5
- A global market is where goods and services are exchanged all over the world.✓✓
- A local market is where goods and services are exchanged within a specific country or district.✓✓ (Any other relevant answer) (2 × 2) (4)

[30]

QUESTION 6

6.1 A marketing policy is the guideline✓ which the marketing management lays down✓ for planning, carrying out and control of the marketing strategy✓ at all levels in the company.✓ (4)

6.2 Green marketing is the development and implementation of marketing programmes that are designed to be environmentally friendly. (2)

6.3
- 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 packaging to be reusable or recyclable
- For all private label fashion and home products to be designed to be reused, repaired, resold or recycled by 2025 (5 × 2) (10)

Copyright reserved

6.4
- Achieve company goals
- Keep within budget
- Employ good staff
- Have satisfied staff
- Long-term survival
- Generate profit
- Business grows

(7 × 2) (14)
[30]

QUESTION 7

7.1
- It is an overall programme for selecting a market segment.
- It attempts to satisfy the market segment through a marketing mix.
- It supports and contributes to reaching the business's goals.
- It helps to identify the SWOT elements to a business.

(4 × 2) (8)

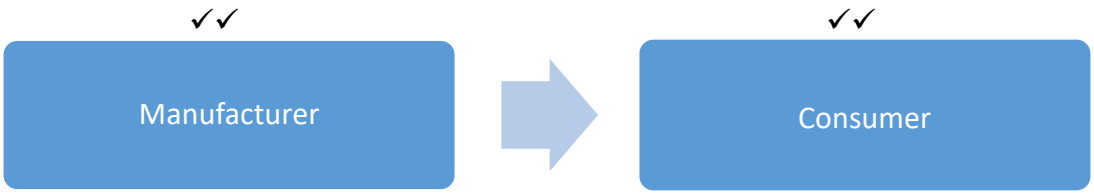
7.2
- Handling costs
- Transport costs
- Storage costs
- Selling costs
- Advertising costs
- Distribution costs

(6 × 1) (6)

7.3
- Observation – researchers watch people or situations and record what they observe.
- Experimentation – researchers try to copy a real marketing situation in an experiment.
- Questioning – information is collected through asking questions.
- Sampling – information is collected from a specific group of people.

(4 × 3) (12)

7.4



(2 × 2) (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved