higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 4

20 November 2024

This marking guideline consists of 6 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 H
1.2 F
1.3 E
1.4 J
1.5 A
1.6 I
1.7 C
1.8 G
1.9 B
1.10 D

(10 × 1) **[10]**

QUESTION 2

2.1 True
2.2 True
2.3 True
2.4 False
2.5 False
2.6 True
2.7 False
2.8 True
2.9 False
2.10 True

(10 × 1) **[10]**

QUESTION 3

3.1 Market share
3.2 Checklist
3.3 Deviations
3.4 Return on investment
3.5 Unscheduled
3.6 Resource
3.7 Intangible
3.8 Proactive
3.9 Internal
3.10 External

(10 × 1) **[10]**

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 4

4.1
- Advertising research
- Developing advertising campaigns
- Developing marketing plans (3 × 2) (6)

4.2 The company will suffer a loss of sales.✓✓ Poorly managed advertising research might result in a poor relationship between the advertising agency and the company.✓✓ Valuable time, money and resources would be wasted on an unsuccessful project.✓✓ A company may end up making incorrect business decisions. A company may end up losing loyal customers due to poorly administered advertising research. As a result, companies may lose market share due to poorly managed advertising. (Any 3 × 2) (6)

4.3
- Mzanzi advertising solutions will be aware of how the company is performing in relation to its competitors.✓✓
- The organisation will be willing to improve products to ensure customer satisfaction.✓✓
- Mzanzi will be aware of how environmental factors impact their customers.✓✓
- The organisation will have good knowledge of customers' needs.
- The marketing mix in the organisation will be managed effectively

(Any 3 × 2) (6)

4.4
- It is aimed at satisfying customers' because they understand their needs.✓✓
- Its purpose is to improve weaknesses in the organisation's processes and operations.✓✓
- It forces the company to adhere to all legal policies.✓✓
- There will be an effective allocation of resources and allocation of budgets.✓✓
- They can capitalise on its strengths in order to build successful campaigns.
- A company might find new opportunities in the environment.
- They can check whether the set objectives are realistic and suitable.
- They can detect problems regarding implementation of the strategy.

(Any 4 × 2) (8)

4.5

Primary data	**Secondary data**
Original	Not original
Usually unpublished	Usually published
More difficult to get	Easy to get
Usually more expensive	Fairly inexpensive

. (Any 2 × 2) (4)

[30]

QUESTION 5

5.1 **INFORMATION FLOW CHECKLIST**

No.	Activity	Yes	No
1	Relevant data have been gathered from both internal and external sources.✓✓		
2	The data have been graphed so that trends can be visualised.✓✓		
3	The information has been distributed to the relevant departments.✓✓		
4	The data have been used to determine the right course of action to be taken.✓✓		

Any relevant response(4 × 2) (8)

5.2
- A marketing information system makes available only information that is required by a company in order to save time.✓✓
- Marketing information systems provide fast and accurate information to quickly make decisions.✓✓
- A marketing information system is unified in order to be economical for a company.✓✓
- It is used as a decision support system.✓✓
- It is an ongoing process which is always operating. (Any 4 × 2) (8)

5.3
- There is a reduced dependency on the local market, especially when the local market is experiencing economic pressures.✓✓
- There is an increased chance of success as the company sells higher volumes of a product.✓✓
- There is increased efficiency due to economies of scale.✓✓
- A company can be more innovative as a result of the feedback from many different customers in different countries.✓✓
- There is an uneven distribution of natural resources – some companies need to supply this to places where they are not available. (Any 4 × 2) (8)

5.4
- People in different countries speak different languages, which might affect communication with the target market.✓✓
- Countries have different religions and this affects lifestyle habits, e.g., cows are sacred in India; modest clothing is worn in the Middle East.✓✓
- The level of education in a country determines spending capacity.✓✓
- Customers of different countries have different preferences, e.g., noodles in Asia.
- People in different countries may have different attitudes towards foreign products from other countries, e.g., sanctions and boycotts due to political reasons. (Any 3 × 2) (6)

[30]

Copyright reserved

QUESTION 6

6.1
- Performance standards should be clear and easy to understand.✓✓
- Performance standards are directly related to the mission of the organisation.✓✓
- Performance standards express the core values of an organisation.✓✓
- Performance standards are measurable – progress can be tracked.✓✓
- Performance standards are realistic and can be achieved in a certain time.✓✓
- Performance standards are attainable.
- Performance standards are not in conflict with each other. (Any 5 × 2) (10)

6.2
- Return on investment✓ is a measure that considers the amount of profit that is made in relation to the capital that was invested.✓
- Market share standards✓ show the percentage of the total market for the product that the business has acquired.✓
- Staff development standards✓ show how effective the training and development of staff has been for the business.✓
- Key performance indicators✓ are used to determine the success of an activity that has previously been set out.✓
- Profit standards are how much a business expects to make in a certain time period.
- Productivity standards show inputs and outputs that are needed for the specific task (Any 4 × 2) (8)

6.3 Human resources✓ apply their skills, knowledge and experience in attaining different marketing objectives of the business.✓
Financial resources✓are important because the performance of business depends on the amount of capital contributed by investors and business.✓
Technological resources✓like computers and cameras help in communication within the business and outside the business.✓
Organisational resources✓help on implementation of marketing campaigns, the resources include infrastructure, strategic business plans and marketing plans.✓
Natural resources are important for the production of goods, these resources include land, trees, minerals, water and are divided into renewable, e.g., trees and non-renewable, e.g., oil or natural gas.
(Any 4 x 2) (8)

6.4
- Check whether there is an increase in web traffic.
- Check whether customer satisfaction has improved.
- Check whether marketing goals have been achieved.
- Check the marketing return on investment.
- Measure against the organisation's past performance.
- Measure against the competitors' performance. (Any 4 × 1) (4)

[30]

QUESTION 7

7.1 Marketers want to do better. (2)

7.2
- Be transparent.✓ Customers' need to be fully aware of key information, safety and use of products.✓
- Protect customer data and privacy.✓ Customers are concerned about entrusting companies with personal information so companies must emphasise their commitment to consumer privacy.✓
- Commit to sustainability and human rights.✓ Customers want assurance that purchases are sustainable and ethically produced. Honesty is required about ingredients, components, and the supply chain.✓
- Respond meaningfully to consumers concerns.✓ These concerns need to be seen as top priority and need to be investigated.✓
- Maximise benefits and minimise risks.✓ Companies need to try to benefit as many as possible whilst causing as little harm or cost as possible.✓

Any relevant response(5 × 2) (10)

7.3
- In person during a meeting
- Video conferences
- Distribution documents via email
- Giving a PowerPoint presentation
- Virtual meetings on Zoom/Microsoft teams (Any 4 × 1) (4)

7.4 Plan on what will be included in the report so that only important information is analysed and reported.✓✓ All relevant information must be collected on time and decisions on the format to be used when reporting✓✓ need to be made. The format used must be easy to read and understand.✓✓ Determine the right time to submit the report so that timeous decisions can be made.✓✓ When reporting one must ensure that the information is clear using suitable, courteous language, correct jargon, and terminology. One has to be certain that information included is factual so that the report is credible. Ensure that the report is complete and includes all the relevant information. (Any 4 × 2) (8)

7.5
- Data must be collected and properly analysed.✓✓
- Ensure that only essential information is included for decision-making.✓✓
- Graphs and figures can be used to illustrate information.✓✓
- They can show customer preferences and habits.
- Facts must be clear so that campaigns are directly targeted to the correct audience or target market.
- The data will allow proper segmentation and targeting. (Any 3 × 2) (6)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved