higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 2

15 November 2022

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

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

(10 × 1) **[10]**

QUESTION 3

3.1 Consumer orientation
3.2 Barter system
3.3 Regulation
3.4 Promotion
3.5 Marketing mix
3.6 Pollution
3.7 Brand
3.8 Product
3.9 Purchasing department
3.10 Location

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

4.1 It is seen when a business shows care for the well-being of the community, the greater society and the environment in which it operates. (2)

4.2 School book club/School club (2)

4.3
- Table of contents – List of 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 that 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 should invest in it. (7 × 2) (14)

4.4
- Select/Shopping products✓ – Products that consumers need or want but have to think very carefully about the quality and price before buying✓
- Speciality products✓ – Expensive products with a specific brand or special feature✓
- Unsought products✓ – Consumers do not know about these products or do not think about buying them✓ (3 × 2) (6)

4.5
- Budgeting and planning on income and expenditure
- Raising capital/money used by the business
- Keeping accounts or records (3 × 2) (6)

[30]

QUESTION 5

5.1 It is a general increase in world temperatures caused by increased levels of carbon dioxide. (2)

5.2
- Produce ecologically safer products
- Produce recyclable or biodegradable packaging
- Use recycled material and components
- Ensure better pollution control
- Provide more energy-efficient operations (4 × 2) (8)

5.3
- The state of the natural environment
- Natural resources are becoming less
- The world's population is growing
- There is global hunger and poverty
- Much needed social services are not provided in many places (4 × 2) (8)

5.4
- Observation
  Researchers study the behaviour of the individuals or surroundings that they are analysing.
- Experimentation
  Researchers try to copy the real marketing situation by consciously manipulating one or more variables and watch how other uncontrollable variables change.
- Questioning
  They collect information by asking questions. This can be done face-to-face, via telephone interviews or via emails.
- Sampling
  Sampling means selecting the group from whom you will actually collect data in your research. (4 × 2) (8)

5.5
- Handling costs
- Storage costs
- Selling costs
- Transport costs
- Distribution costs (Any 4 × 1) (4)

[30]

QUESTION 6

6.1
- Product strategy
- Price strategy
- Promotion strategy
- Distribution strategy (4 × 2) (8)

6.2 Increasing the marketing scope has an influence on how the business would:
- Realise its goals
- Achieve its goals
- Succeed in the marketplace (Any 2 × 2) (4)

6.3
- Coupons
- Samples
- Displays
- Stamps
- Reward cards (5)

6.4
- Well-established budgets (5)

- Spending limits
- Profits
- Justified costs
- Controlled credit
- Minimum bad debt (Any 5 × 1)

6.5
- What business are we in?
- Where are we going?
- Which consumers should we serve?
- What is the value of the consumer?
- How should we develop the strength of the business? (Any 4 × 2) (8)

[30]

QUESTION 7

7.1
- People and communities should be aware that everything in society depends on how well economic, social, political and environmental aspects can work together.
- Enough products, services and natural resources should be provided so that people can live healthy productive lives.
- Provision should be made with great care so that the natural environment is not harmed but preserved for future generations. (3 × 2) (6)

7.2
- A local farmer sells directly to consumers (direct selling).
- A consumer orders directly from the manufacturer through a mail order or the Internet (selling through intermediaries). (2 × 2) (4)

7.3
- Preparing to do the research
- Doing the primary research
- Interpreting the research
- Making the results of the research available (4 × 2) (8)

7.4
- 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)

7.5
- Achievement of company goals
- Company stays within the budget
- Employment of good staff
- Satisfied staff
- Company survives challenges over many years
- Profit generation
- Growth takes place (Any 2 × 2) (4)

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7.6
- Age
- Sex
- Race
- Residence
- Socioeconomic status
- Religion
- Nationality
- Occupation
- Income group
- Family size

(Any 4 × 1) (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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