higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 2

(3041002)

15 November 2022 (Y-paper)
13:00–15:30

This question paper consists of 7 pages.

329Q1N2215

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TIME: 2½ HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 Income is the money that businesses make from selling products or services.

1.2 A tangible product cannot be seen.

1.3 A marketing plan considers all elements of the marketing mix.

1.4 Personality traits are easy to measure.

1.5 Public Relations are concerned with maintaining negative relationships with stakeholders.

1.6 The barter system exchanges goods for money.

1.7 Intermediaries help with the flow of products from producers to consumers.

1.8 A target group has similar needs.

1.9 A researcher stopping shoppers at a mall to ask questions is a form of collecting data.

1.10 A marketing plan assigns responsibilities to specific persons to carry out each part of the marketing plan.

(10 × 1) **[10]**

QUESTION 2

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	A desire for something	A	uncontrollable factors
2.2	The material that a product is sold in	B	ethics
2.3	Factors outside the organisation's control	C	global warming
2.4	An indication of how much a business needs and how much is available to cover expenses	D	personal selling
		E	profit
2.5	Principles of what is right or wrong	F	market share
2.6	A study of a population's characteristics	G	advertising
2.7	An increase in world temperatures	H	packaging
2.8	The percentage of sales in a market	I	marketing budget
2.9	Face-to-face persuasion of a customer to buy a product	J	demographics
		K	vision
2.10	Money obtained after selling something	L	want

(10 × 1) **[10]**

QUESTION 3

Choose an option from the list below to complete each of the following sentences. Write only the answer next to the question number (3.1–3.10) in the ANSWER BOOK.

promotion; purchasing department; consumer orientation; brand; barter system; location; pollution; regulation; product; marketing mix

3.1 … means that a company is focusing on the needs and wants of consumers.

3.2 In the … people exchange goods and services for other goods and services.

3.3 A … is a rule that controls certain things.

3.4 … informs and makes consumers aware of products.

3.5 The … refers to different activities involved in marketing.

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3.6 … is damaging the quality of air, water and soil.

3.7 A … is the name, design or symbol that is used to identify a product.

3.8 An installation and accessories may be needed to support making a …

3.9 The … is responsible for acquiring goods and services the business requires for operation.

3.10 Geographic segmentation involves segmenting consumers according to …

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Keep the picture in mind when answering the following questions.



[Source: *https://www.picknpayinvestor.co.za*]

4.1 Describe the term *corporate social responsibility*. (2)

4.2 Name the organisation that Pick 'n Pay sponsored as part of their corporate social responsibility. (2)

4.3 You are hired by Pick 'n Pay to compile a marketing plan.

Name and explain the components that should be covered in the marketing plan. (7 × 2) (14)

4.4 Pick 'n Pay mostly sells convenience products.

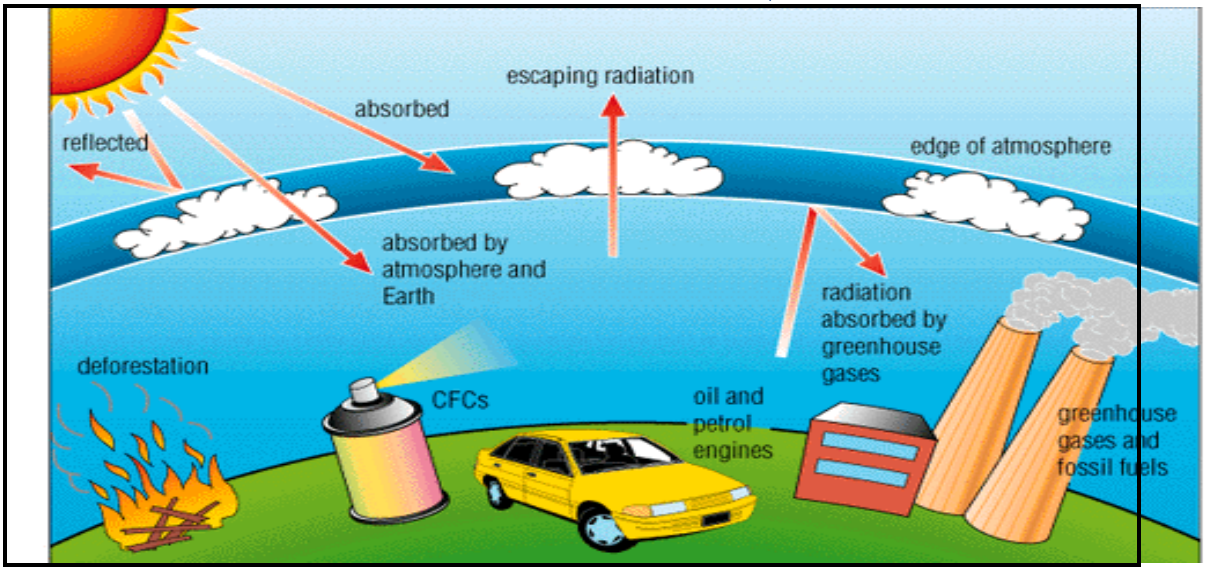
Name and explain THREE other types of consumer products. (3 × 2) (6)

4.5 State THREE financial planning tasks performed by Pick 'n Pay's Financial Department. (3 × 2) (6)

[30]

QUESTION 5

Study the picture and answer the questions.



[Source: *www.researchgate.net*]

5.1 Explain the term *global warming.* (2)

5.2 State FOUR ways in which businesses can care for the environment. (4 × 2) (8)

5.3 State FOUR aspects on which businesses focus on societal marketing orientation. (4 × 2) (8)

5.4 Businesses should conduct research on global warming.

Name and explain FOUR ways in which businesses can collect data. (4 × 2) (8)

5.5 Businesses spend money on advertising to inform society about caring for the environment.

Name FOUR other marketing costs or expenses of businesses. (4)

[30]

QUESTION 6

Read the scenario and answer the questions.

The Pick 'n Pay Group is a retail business in the fast-moving consumer goods industry. The Group operates through multiple store formats under three brands – Pick 'n Pay, Boxer and TM Supermarkets. Pick 'n Pay also operates one of the largest online grocery platforms in sub-Saharan Africa.

[Source: *https://en.wikipedia.org/wiki/Pick_n_Pay_Stores*]

6.1	Name FOUR components of a marketing policy.	(4 × 2)	(8)
6.2	Advise Pick 'n Pay on TWO implications of increasing the marketing scope.	(2 × 2)	(4)
6.3	Name FIVE methods that Pick 'n Pay can use in sales promotion.		(5)
6.4	Name FIVE objectives of Pick 'n Pay's financial departments.		(5)
6.5	Write FOUR questions that should be answered by Pick 'n Pay's mission statement.	(4 × 2)	(8)
			[30]

QUESTION 7

7.1	State THREE points to explain sustainable development so that it can be understood better.	(3 × 2)	(6)
7.2	State TWO ways in which the distribution of products to consumers take place in a one-link chain.		(4)
7.3	State FOUR stages of the marketing research process.	(4 × 2)	(8)
7.4	Define the term *marketing policy*.		(4)
7.5	State TWO things that happen when all the departments work well together.	(2 × 2)	(4)
7.6	Name FOUR demographic variables that can be used in segmentation.		(4)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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