higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 2

(3041002)

24 November 2023 (Y-paper)
13:00–15:30

This question paper consists of 7 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING
NQF LEVEL 2
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 black or blue pen.
6. Diagrams should be large enough, clear and neat. A pencil may be used.
7. 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 Personality traits refer to patterns of feelings and behaviour.

1.2 The finance department wants products that are unprofitable.

1.3 All forces and actors inside the organisation are part of the internal marketing environment.

1.4 Demographic change refers to the change in population growth.

1.5 A company cannot use a marketing plan to measure its efforts.

1.6 Bartering is the exchange of goods for other goods or services.

1.7 A promotion's purpose is to convince customers to buy products or services.

1.8 The marketing plan helps to identify the target market of a business.

1.9 A consumer is someone who markets products and services.

1.10 The exclusion of basic components from a marketing plan will have a positive effect on a business.

(10 × 1) **[10]**

QUESTION 2

Choose an option 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	Changes that have occurred in the field of marketing	A	production department
2.2	Makes the customers aware of your product and services	B	market research
2.3	Responsible for manufacturing and developing of goods	C	human resources
2.4	Product, price, place and promotion	D	hypothesis
2.5	Gathering and analysing information about a product or services	E	procurement
2.6	A set of rules that guides marketing strategies	F	competitive analysis
2.7	Factors that can be controlled by the business	G	competition
2.8	Characteristics of a target audience	H	marketing
2.9	The action of obtaining something	I	principles of marketing
2.10	Trying to be more successful than others	J	used to optimise selling efforts
		K	demographics
		L	marketing evolution

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences by choosing an option from the list below. Write only the answer next to the question number (3.1–3.10) in the ANSWER BOOK.

raw materials; competitors; exterior; accounting; marketing department; marketing strategy; placement; personal selling; budget; collating

3.1 The … is/are the external part of a product.

3.2 A series of actions that achieve a business goal is called a/an … .

3.3 … is/are the collection and combining of research information.

3.4 A/An … is a list of expenses and costs.

3.5 … is/are face-to-face communication between a business and consumers.

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3.6 … is/are an uncontrollable factor in the market environment.

3.7 The … designs a marketing plan for the organisation.

3.8 … are natural products that come from land, sea or forest.

3.9 … is/are all about making the right products available at the right places.

3.10 The recording and analysis of financial data is called … .

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Keep the following pictures in mind when answering the questions.



[Source: *https://www.google.com*]

4.1 State whether Eskom is providing services for a 'Micro-environment' or a 'Macro-environment'. (2)

4.2 ESKOM is the sole supplier of energy in South Africa.

Give FOUR reasons why suppliers are important in the day-to-day running of a business. (4 × 2) (8)

4.3 Despite the challenges of load shedding, small businesses still need a marketing plan to achieve their objectives.

Name and describe SEVEN components of a marketing plan. (7 × 2) (14)

4.4 Despite the challenges of load shedding, small businesses still need a marketing plan to achieve their objectives.

Describe THREE factors that influence the relationship between the marketing department and other departments. (3 × 2) (6)

[30]

QUESTION 5

Study the picture and answer the questions.



Checkers has opened its first 'dark store' to serve on-demand delivery as online grocery shopping continues to enjoy 'notably strong growth'.

[Source: *www.techcentral.co.za*]

5.1 What is a *distribution channel*? (2)

5.2 Name 10 demographic variables that Checkers can use to segment the Checkers sixty60 market. (10)

5.3 Give FOUR reasons why Checkers should use a marketing plan to achieve the goal of Checkers sixty60 online. (4)

5.4 Advise Checkers on the aspects that a business keeps in mind in the orientation of the wider current society. (5 × 2) (10)

5.5 Checkers makes use of a two-link chain to distribute products.

Draw and label the two-link distribution chain. (4)

[30]

QUESTION 6

Read the scenario below and answer the questions.

CHECKERS FOODS

Customer demands for Checkers supermarkets in their neighborhoods inspired the newly launched, smaller format Checkers Foods. The new format boasts an expanded fresh food offering with solution-based convenience ranges curated to meet specific customer needs, including lunch, braai, dinner or emergency purchases.

[Source: *https://www.shopriteholdings.co.za/group/brands/checkers.html*]

6.1 Checkers like other businesses must have a marketing policy.

Define a *marketing policy*. (4)

6.2 Suggest to Checkers THREE questions they can ask when conducting research for the development of a new product to be offered to consumers. (3 × 2) (6)

6.3 Describe THREE stages/steps of marketing research after data was collected. (3 × 2) (6)

6.4 Price is one of the principles of the marketing mix.

State THREE factors Checkers has to consider when pricing goods and services. (3 × 2) (6)

6.5 State FOUR elements in the micro-environment that Checkers can control. (4 × 2) (8)

[30]

QUESTION 7

7.1 Draw a flow chart to show the departments in the business that have to interact with the marketing department. (6)

7.2 Name FOUR factors with regard to geographic segmentation. (4)

7.3 State FOUR disadvantages of advertising as part of promotion in the marketing environment. (4 × 2) (8)

7.4 Give FOUR reasons why a business should have a marketing policy. (4 × 2) (8)

7.5 Name FOUR historical periods in the development of marketing. (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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