higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 3

(12010273)

14 November 2022 (X-paper)
09:00–12:00

This question paper consists of 6 pages.

279Q1N2214

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TIME: 3 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 question 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

Choose a/an word/item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	Door-to-door collection of information about products or services	A	trend
1.2	A general direction in which something is developing or changing	B	launching
1.3	Skills and expertise to do market research	C	bar code
1.4	Making product available for sale for the first time	D	batching
1.5	Values and beliefs of people within the organisation	E	prestige
1.6	It contains the name, size, quantity and price of the product	F	market research
1.7	Lack of skills and expertise of the marketing manager of an organisation	G	weakness
1.8	Grouping and processing the information together	H	penetration
1.9	Putting a high price on a product	I	resources
1.10	Offering new goods at a lower price	J	corporate culture

(10 × 1) **[10]**

QUESTION 2

Complete the following sentences/paragraph(s) by filling the missing word(s). Write only the word(s) next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 … are the organisations that offer similar products.

2.2 Creating a set of numbers, letters or symbols to give a description of a product is called … .

2.3 Marketing that is done through the internet is called … research.

2.4 Stages that products go through are called … .

2.5 Deciding on who will be responsible for the task is part of the … plan.

2.6 … is dealing with data using a computer.

2.7 A/an … behaviour is when deciding what is wrong or right.

2.8 A/an … is a set of questions about customers' habits, needs and opinions.

2.9 The … gives guidelines to the organisation regarding matters such as the safety levels of a product.

2.10 … are the last people to buy the newly introduced product and they usually buy when the price is lowest.

(10 × 1) **[10]**

QUESTION 3

Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (3.1–3.10) in the ANSWER BOOK.

secondary; exploiting; press release; demographics; telemarketing; checklist; market; verification; time; micro-environment

3.1 Group of people interested in buying products

3.2 Making awareness of your products over the phone

3.3 Assessing whether data entered is correct

3.4 Mistreating customers

3.5 It influences the market research

3.6 Data collected for a different purpose or project

3.7 Suppliers, intermediaries and competitors

3.8 Information that is made publicly available in newspapers, magazines, on radio or on television

3.9 Developed to evaluate the outcomes of marketing activities

3.10 Size, gender, age, income and living standards

(10 × 1) **[10]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 4

Study the information below and answer the questions.



New peanut butter wants to claw into SA's R1bn market

WOW! is a punchy a new arrival on the SA peanut butter scene recently launched by Maritzburg-based International Food Group (IFG).

The nut butter, manufactured in India, will take on sectoral heavyweights like Tiger Brands's Black Cat and RCL's Yum Yum. But is there room for another brand on supermarket shelves?

[https://www.foodstuffsa.co.za]

4.1 Name any FIVE important types of information that IFG could gain through doing market research. (5 × 2) (10)

4.2 Name and explain to IFG the FOUR main phases of the product life cycle that their newly launched peanut butter will go through. (5 × 3) (15)

4.3 Name FIVE components of marketing activities that IFG must pay attention to. (5 × 1) (5)

[30]

QUESTION 5

5.1 Explain THREE consequences of non-compliance with the marketing activities plan. (3 × 2) (6)

5.2 A marketing plan can be used to analyse the current marketing situation. Name any FIVE useful types of information that could be acquired through this analysis. (5 × 1) (5)

5.3 Give any FIVE types of skills and expertise that personnel who are to do market research must possess. (5 × 2) (10)

5.4 Name FIVE types of data. (5 × 1) (5)

5.5 Explain the difference between *marketing plan* and *marketing policy*. (4)

[30]

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QUESTION 6

6.1	Name FIVE components of a marketing activity plan that a business should consider.	(5 × 1)	(5)
6.2	Evaluate the relationship between ethical issues and successful marketing.		(4)
6.3	Explain how deviation from the code of conduct can harm the organisation.		(3)
6.4	Describe marketing policy guidelines with reference to the FOUR Ps of the marketing mix.	(4 × 2)	(8)
6.5	Recommend FIVE types of advertising media and give one example of each media.	(5 × 2)	(10)
			[30]

QUESTION 7

7.1	Predict any FOUR kinds of problems that could be avoided in marketing by adhering to the code of conduct and ethics.	(4 × 2)	(8)
7.2	Explain FIVE reasons why marketing research is important in marketing.	(5 × 2)	(10)
7.3	Explain any THREE data verification methods.	(3 × 2)	(6)
7.4	Demonstrate TWO ways in which the relationship between market research and the product life cycle may help the organisation.	(2 × 2)	(4)
7.5	Explain the role of market research as a descriptive function in the marketing department.		(2)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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