higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 4

15 November 2022

This marking guideline consists of 7 pages.

Copyright reserved

SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

2.1 Performance standard
2.2 Benchmarking
2.3 Competencies
2.4 Measurability
2.5 Culture
2.6 Ethics
2.7 Marketing plan
2.8 Target market
2.9 Internal environment
2.10 Primary data

(10 × 1) **[10]**

QUESTION 3

3.1 C
3.2 G
3.3 F
3.4 I
3.5 A
3.6 J
3.7 B
3.8 H
3.9 D
3.10 E

(10 × 1) **[10]**

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 4

4.1
- Telkom must determine which person at the agency will deal directly with Telkom customers.
- They must set specific dates by which each objective must be achieved e.g. increased engagement with customers.
- Telkom must set performance standards of each objective
- Telkom must set a specific action for each objective
- Telkom must specify how, and how often the agency will report about progress.
- Telkom must specify the method of how the findings of the research will be presented to the owners of the lodge.
- Think about how to solve the unexpected problems. (Any 3 × 2) (6)

4.2
- The information must be complete
- The information must be relevant
- The information must be accurate
- The information must be valid
- The information must be authentic
- The information must be sufficient (Any 5 × 1) (5)

4.3
- A marketing manager of Telkom is reliable to the organisation
- A manager is responsible for marketing activities of the organisation
- The Manager has an influence on the performance of sales people
- The marketing manager listens to the subordinates in a good way
- The manger communicate effectively with internal and external stakeholders
- The Telkom manager recognises the performance of sales people by paying them bonuses

(Any 4 × 2) (8)

4.4
- Planning
- Organising
- Controlling
- Leading
- Co-ordinating (5)

4.5
- Telkom can use sales figures to determine the effectiveness of the campaign.
- Customer feedback can be used to enable better decision-making.
- Partner responses will offer feedback about whether the marketing plan is working
- Competitor's feedback can be used to determine the success or failure of the plan
- Sales staff feedback can be used to determine the effectiveness of the marketing campaign of Telkom

- Market expansion where Telkom can expand the range of services shows the popularity of the services/product

(Any 3 × 2) (6)

[30]

QUESTION 5

5.1
- Import or export agent
- Exclusive agents
- Distributors
- Franchising
- Financial investments
- Licensing
- Joint ventures
- Partnership
- Sales branch
- Tax haven
- Wholly owned subsidiary with local management (Any 5 × 1) (5)

5.2
- It helps in finding new opportunities. When Ceres wants to explore new markets, they need to review their strategic marketing plan.
- It keeps the performance of the plan in line with the managers' expectations.
- To solve any problems that occur, they can look at previous problems and solutions in their strategic business plan for quicker solutions. (Any 3 × 2) (6)

5.3 Ceres can be involved in corporate social responsibility by :
- Supporting social causes with promotion or sponsorships, e.g. sporting events in other countries.
- Donating money to worthy causes, e.g. funds for disadvantaged students.
- Encouraging employees to do voluntary work in the local communities, e.g. clean-up campaigns.
- Promoting environmentally responsible behaviour, e.g. planting trees.

(Any 3 × 2) (6)

5.4
- Ceres have a better knowledge of geographic characteristics✓ of the country, including the climate✓ and topography✓ of that country.
- They must be informed about demographic factor✓ in terms of number of population✓, birth rate, age spread and population density✓.
- Ceres must be well informed about the economic factors✓ in terms of their GDP✓, per capita disposable income✓, etc

(Any 3 × 3) (9)

5.5 Marketing/industry environment
It is part of the external environment that includes the target market, suppliers, and competitors.✓✓

Macro environment
It is the external environment that includes demographic, economic, legal and political factors that the organisation can't be control of or change them.✓✓

(2 × 2) (4)

[30]

QUESTION 6

6.1
- Documents must be accessible by anyone on the project.
- Resources must suit the needs of the project.
- The system must be expandable.
- Documents must be safe and durable.
- Documents must be kept safe and neat.
- Document costs must be kept as low as possible. (Any 3 × 2) (6)

6.2
- Does the source have recognised authority?
- Is the source unbiased?
- Is the source qualified to provide the data?
- Were the questionnaires used to gather the data clear and with correct wording?
- Did the source gather data from the correct target group?
- If the research is repeated, would the source come to the same conclusion? (Any 4 × 2) (8)

6.3
- Wasted time and money.
- Missed opportunities to achieve objectives.
- Possible loss in sales.
- Bad reputation presented to the public.
- Poor relationship with the advertising agency. (Any 3 × 2) (6)

6.4
- Being honest with the public in advertising and promotion.
- Producing safe products.
- Offering value for money.
- Obeying the law, such as laws on health and safety.
- Not harming the environment. (Any 3 × 2) (6)

6.5 6.5.1
- Knowledge of their own jobs
- Knowing the mission and objectives of the organisation
- Knowing where and how they fit into helping marketing plan succeed

(Any 2 × 1)

6.5.2
- People skills
- Knowledge of the product
- Time management
- Knowledge of the competition
- Communication skills (Any 2 x 1)

(2 × 2) (4)

[30]

QUESTION 7

7.1
- It identifies the nature of the business, the target market that it serves and the products/services it sells
- It includes a mission statement, the type of business it is involved in and the needs of its customers
- It states the purpose of the business and its goals/objectives
- It sets out realistic goals that the business should achieve
- It helps understand the different aspects of the business
- It helps to ensure that the business is sustainable (Any 5 × 2) (10)

7.2
- In person, during a meeting
- Sending documents by email/internal mail
- Presenting a PowerPoint presentation
- In a video conference (4)

7.3
- Preparation: the initial phase in which the marketing campaign is designed. The need for the campaign is determined and funds are allocated to start the campaign.
- Implementation: marketing activities are performed and monitored. Feedback is given on the campaign.
- Evaluation: the campaign is measured against set standards and against the original marketing plan. (Any 2 × 4) (8)

7.4
- Contingency plans deal with unlikely events that could happen during the marketing campaign.
- Contingency allowances are the amount of resources that have been put aside to cover unscheduled events. (2 × 2) (4)

7.5
- The organisation's past performance
- The competitors' performance
- Comparisons with companies that are market leaders.
- Success factors in the industry (2 × 2) (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved