higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 4

(3041004)

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

This question paper consists of 8 pages.

331Q1N2215

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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 section on a new page.
5. Use only a black or a blue 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 A competitor's performance is essential to evaluate the utilisation of company resources.

1.2 Raw data can be used to develop a customer relationship management system.

1.3 Market share refers to how much of the total market an organisation has in relation to its competitors.

1.4 Suppliers, manufacturers and consumers form part of the internal stakeholders of an organisation.

1.5 Post testing cannot be used for customised and syndicated research.

1.6 Advertising research is done to determine how effective an organisations' advertising is.

1.7 An organisation's database should be kept up to date, but it requires time, effort and skill.

1.8 Organisations have social responsibility towards outside stakeholders.

1.9 An organisation's mission statement and objectives are components of the macro environment.

1.10 Recommendations are practical suggestions that one can use to improve a situation where marketing objectives have not been met.

(10 × 1) **[10]**

QUESTION 2

Choose ONE term from the list below for each of the following descriptions and write it next to the question number (2.1–2.10) in the ANSWER BOOK.

culture; primary data; performance standard; competencies; marketing plan; ethics; internal environment; measurability; target market; benchmarking

2.1 The comparison of planned targets with actual results.

2.2 A strategy used by companies to assess their resources against those considered best in an industry.

2.3 Skills and knowledge to complete a task successfully.

2.4 One of the characteristics of performance standards.

2.5 The framework for people's ideas, beliefs, values and attitudes.

2.6 A set of rules and beliefs that stipulate good and bad behaviour.

2.7 Process by which the marketing of a product or brand is documented.

2.8 A marketing campaign aimed at a specific group of customers.

2.9 This refers to what is within the organisation.

2.10 Data that are collected for the first time.

(10 × 1) **[10]**

QUESTION 3

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Sales agreement between two or more countries	A	strategic business plans
3.2	These can be used to monitor whether time frames have been adhered to	B	attainable
3.3	A plan that deals with events that are unlikely to occur	C	trade policy
3.4	It is impossible for an organisation to operate without this	D	deviations
3.5	An organisations' mission and vision statements are part of these documents	E	unethical
3.6	A plan to sell 50 products per week	F	contingency
3.7	An element of a performance standard	G	checklists
3.8	A detailed study of numerical data	H	research
3.9	Results that vary from what is planned or expected	I	resource
3.10	Morally wrong behaviour	J	objective

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Read the scenario below and answer the questions that follow.

TELKOM

Telkom Business South Africa has partnered with Mobiz, a local MarTech company, to provide South African SMMEs with data-cost free and affordable SMS marketing. They wanted to give businesses an affordable way to stay connected and engage with their customers by removing the data barrier for the customer. Clicking on any URL link in the SMS and engaging with the landing page, is completely free of data charges."

(Source: *https://ventureburn.com/2021/10/telkom-partners-with-mobiz-to-provide-smmes-with-affordable-sms-marketing/*)

4.1 Briefly describe how Telkom can manage its own advertising process before doing any research. (3 × 2) (6)

4.2 The success rate of marketing information flow is efficient if it enables managers to improve their decision-making

List FIVE factors that will improve managers' decision-making. (5 × 1) (5)

4.3 Evaluate the managerial attributes of marketing manager at Telkom. (4 × 2) (8)

4.4 Identify five main managing aspects that are performed by marketing manager of Telkom. (5× 1) (5)

4.5 Explain THREE ways that Telkom can use to evaluate and monitor its marketing campaign. (3 × 2) (6)

[30]

QUESTION 5

Look at the picture below and then answer the questions that follow.



Ceres is a private multinational juice producing company that was established in 1986 with its headquarters in Paarl, South Africa. It produces fruit juices and fruit-based products and the products are exported to around 80 countries across the globe. The US is one of the largest importers.

*(*Source*: https://benextbrand.com/fruit-juice-brands-of-world/)*

5.1 Indicate FIVE ways that Ceres could use to enter international markets. (5 × 1) (5)

5.2 Explain why it is important that Ceres reviews its strategic marketing plan. (3 × 2) (6)

5.3 Describe how Ceres can be involved in corporate social responsibility. (3 × 2) (6)

5.4 Explain THREE macro-level factors that Ceres should consider when entering into international markets. (3 × 3) (9)

5.5 Distinguish between *market environment* and *macro-environment*. (2 × 2) (4)

[30]

QUESTION 6

6.1 Explain THREE guidelines for documenting marketing resources. (3 × 2) (6)

6.2 Formulate FOUR questions to ensure that the information gathered from the advertising research is reliable. (4 × 2) (8)

6.3 Anticipate any THREE consequences that an organisation could face due to a poorly managed advertising research process. (3 × 2) (6)

6.4 Explain THREE organisational ethical issues that may affect customer loyalty. (3 × 2) (6)

6.5 Name TWO competencies that the following incumbents should possess:

6.5.1 Other staff

6.5.2 Sales personnel

(2 × 2) (4)
[30]

QUESTION 7

7.1 Briefly outline the importance of well formulated strategic business plans. (5 × 2) (10)

7.2 The purpose of reporting to a supervisor is to ensure that the marketing plan and budget items have been approved.

List FOUR methods of reporting to these decision-makers. (4)

7.3 Summarize any TWO phases of a marketing campaign. (2 × 4) (8)

7.4 Differentiate between *contingency plans* and *contingency allowances.* (2 × 2) (4)

7.5 Recommend TWO ways in which marketing resources can be assessed. (2 × 2) (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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