higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 4

24 November 2023

This marking guideline consists of 6 pages.

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INSTRUCTIONS TO MARKERS

1. Mark all the questions.
2. Follow the answers according to the numbering system used in this question paper.
3. Use only a red pen.
4. Put your ticks and crosses neatly and legibly.

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SECTION A

QUESTION 1

1.1 True
1.2 False
1.3 False
1.4 True
1.5 False
1.6 True
1.7 False
1.8 True
1.9 False
1.10 True
1.11 False
1.12 False
1.13 True
1.14 False
1.15 True

(15 × 1) **[15]**

QUESTION 2

2.1 Stakeholders
2.2 Shareholders
2.3 Board members
2.4 marketing information system
2.5 decision support system
2.6 Criteria
2.7 Ethics
2.8 Organisational ethics
2.9 Code of ethics
2.10 Infrastructure
2.11 Competencies
2.12 Attributes
2.13 Key authorised people
2.14 Personnel
2.15 Bottlenecks

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Draw on the knowledge and experience of your company,✓ have a SWOT analysis of your company made in terms of success and failure that can be learned from it.✓

Set the marketing objectives✓ to increase profit or create awareness of their product.✓

Translate general marketing objectives into specific objectives✓ for your product by making increased sales through the addition of a new product in the market.✓

Set advertising objectives that set out the task the advertising✓ must accomplish among the target marketing within the given time.✓

Decide what research you will need in order to meet your advertising research.✓ Choosing either to do primary or secondary research.✓

State the research objectives so that they are measurable and achievable.✓ Set a reasonable time to introduce and achieve market growth through a new product.✓ (6 × 2) (12)

3.2
- Return on investment
- Market share standards
- Staff development standards
- Key performance indicators
- Profit standards (5 × 2) (10)

3.3
- Performance standards must be relevant and related to the marketing strategy.
- They must be both realistic and achievable.
- They should be attainable within the time frame prescribed.
- They must be measurable so that progress can be tracked. (4 × 2) (8)

[30]

QUESTION 4

4.1
- Past performance of the organisation.
- Performance of competitors.
- Comparisons with companies that are market leaders.
- Success factors in the industry. (4 × 2) (8)

4.2
- Human resources
- Financial resources
- Technological resources
- Organisational resources (4)

4.3
- Statistical analysis: helps decision makers apply the information to their specific problems and decisions.
- Analytical analysis: uses models to stimulate real systems, processes and outcomes. (2 × 2) (4)

4.4 Probability sampling is when each member of the population has an equal chance of being chosen for the sample.✓✓ While non-probability sampling is the type of samples that are not chosen statistically but by convenience, judgement or quota.✓✓ (2 × 2) (4)

4.5
- Is the source qualified to provide the data?
- Does the source have recognised authority?
- Did the source gather data from the right target group?
- Is the source unbiased?
- Will the same information be obtained if the research is repeated? (5 × 2) (10)

[30]

QUESTION 5

5.1
- In person during a meeting.
- Sending documents via email.
- Giving a PowerPoint presentation.
- Via a video conference (4)

5.2
- Do not cram too many facts and figures but give a summary, keep the report short and write a brief explanation of the report.
- Use figures and graphs to illustrate information, make it clear in such a way that it is readable.
- Make sure that the facts are clear and easy to understand. Do not use difficult language that needs explanation and/or translation. (3 × 2) (6)

5.3 Only report on data that is necessary for the decision-making process.✓ Make sure to only provide data that is relevant for the company to make a decision.✓

The format used must be easy to read and understandable.✓ If one is using a hardcopy, make sure it is reader friendly, if one is using a digital report make sure it is presented in a good manner.✓

A time frame of submitting a report must be decided on✓ so that timely decisions can be made.✓ (3 × 2) (6)

5.4
- Customers
- Competitors
- Suppliers
- Intermediaries (4)

5.5
- L'Oréal will able to identify new opportunities in the market.
- Problems that may occur L'Oréal can be able to deal with them efficiently.
- Managers will be able to identify difficulties with implementation of the strategy.
- Managers can be alerted if objectives that were set were unrealistic.

(4 × 2) (8)

5.6
- Companies trade beyond the borders of the country.
- Trade is between different political units.

(2)
[30]

QUESTION 6

6.1
- How to produce the product.
- The cost of the product.
- How to promote the product.
- How to distribute the product. (4 × 2) (8)

6.2

Marketing Policy	Marketing Plan
Deals with overall ethics.✓✓	Deals with specific ethics in marketing a specific product.✓✓
Deals with long-term impact of ethics.✓✓	Deals with the short-term impact of ethics.✓✓
Deals with general ethical issues.✓✓	Deals with specific issues in a marketing campaign.✓✓

(6 × 2) (12)

6.3
- General Agreement on Tariffs and Trade
- Southern African Development Community Free Trade Policy (2)

6.4 Culture is regarded as a variable factor because ideas, beliefs, attitudes✓✓, norms and values✓✓ can change✓✓ at any time on the way consumers/ individual personalities view a certain life style✓✓in the society.

(4×2) (8)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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