higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 4

(3041004)

24 November 2023 (X-paper)
09:00–12:00

This question paper consists of 6 pages.

317Q1N2324

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING
NQF LEVEL 4
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 blue or black pen.
6. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 An advertising campaign comprises a series of various advertisements in various media over a specific period of time.

1.2 Customised advertising research is done for all clients in order to meet all their needs.

1.3 Quantitative advertising research uses methods such as focus groups and interviews to obtain information.

1.4 A performance standard is where actual performance is measured against a planned target.

1.5 Measurability is a practical suggestion that you can use to improve a situation where marketing objectives have not been met.

1.6 The results from a marketing campaign form a type of feedback for the marketing department of a company.

1.7 A list of marketing resources must be recorded in the marketing policy.

1.8 Allocating resources means that it will be used for a specific purpose.

1.9 The allocation of resources is an uncontrollable factor in the organisation.

1.10 Being proactive is to think in advance of events that could occur and plan rather than to react to events.

1.11 The external environment is inside the organisation.

1.12 Variable factors always stay the same.

1.13 Ethnic groups are people that are part of a particular race, nation or tribe.

1.14 Balance of payments is the difference between money spent on importing and exporting goods.

1.15 A global community is when different countries share trade agreements resulting in one large community.

(15 × 1) **[15]**

QUESTION 2

Complete the following sentences by filling in the missing word or words. Write only the word or words next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 … are people who will be affected by the success or failure of the company.

2.2 … are people who own one or more equal parts into which ownership of a company is divided.

2.3 … are people who make rules and important decisions in a company.

2.4 A … is a computerised system that gathers data to continuously give information to decision makers.

2.5 A … is a computerised method with tools and procedures to aid decision makers.

2.6 … are standards that are used to judge something or make decisions.

2.7 … are the set of rules and beliefs about good and bad behaviour.

2.8 … are guidelines for behaviour that ensures nobody is harmed.

2.9 … is a formal set of rules and standards describing what is expected of an employee.

2.10 … includes facilities such as buildings, furniture, and equipment that an organisation needs.

2.11 … are skills and knowledge needed to do something.

2.12 … are personal qualities such as personality and attitude.

2.13 … are people responsible for a specific job.

2.14 A marketing plan must have a record of … required in the marketing department.

2.15 … are delays in a process caused by many activities happening at the same time.

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Explain SIX steps when setting objectives for the advertising research process. (6 × 2) (12)

3.2 Name FIVE examples of performance standards. (5 × 2) (10)

3.3 Summarise FOUR important characteristics of performance standards. (4 × 2) (8)

[30]

QUESTION 4

Look at the picture and then answer the questions.



4.1 Outline FOUR ways in which marketing resources can be assessed. (4 × 2) (8)

4.2 Name FOUR types of marketing resources. (4)

4.3 Explain the TWO specialised techniques for reviewing marketing information flow systems. (2 × 2) (4)

4.4 Differentiate between probability and non-probability sampling processes that are used to evaluate data. (2 × 2) (4)

4.5 Formulate FIVE questions that could be asked to ensure that data that are gathered is credible. (5 × 2) (10)

[30]

Copyright reserved

QUESTION 5

Study the scenario below and answer the questions.

L'Oréal is the world's biggest cosmetics and beauty products company. It is a French-based company and is headquartered in Paris. It is focused on the field of production and marketing and concentrates on hair colours, skin care, perfumes and fragrances, make-up and styling products. This company operates in over 130 countries in various continents, such as Asia, America, East and West Europe through 25 international brands.

Adapted from:
https://www.mbaknol.com/management-case-studies/case-study-loreal-international-marketing-strategy/

5.1	List FOUR ways that L'Oréal can report on expertise and resources.	(4)
5.2	Discuss the importance of data when L'Oréal is preparing and submitting a report. (3 × 2)	(6)
5.3	Explain THREE factors that are important for L'Oréal to consider when preparing and submitting a report. (3 × 2)	(6)
5.4	Identify the FOUR components in the market environment.	(4)
5.5	Summarise FOUR reasons why it is important for L'Oréal to review its strategic marketing plans. (4 × 2)	(8)
5.6	State TWO characteristics of international trade.	(2)
		[30]

QUESTION 6

6.1	What are FOUR types of inputs that a marketing department can provide when doing a marketing plan? (4 × 2)	(8)
6.2	Tabulate THREE differences between organisational ethics in a marketing policy and a marketing plan. (6 × 2)	(12)
6.3	List TWO trade policies that South Africa has with other countries.	(2)
6.4	Why is culture regarded as a variable factor in society? (4 × 2)	(8)
		[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved