higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 3

(3041003)

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

This question paper consists of 8 pages.

263Q1N2323

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING
NQF LEVEL 3
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 blue pen.
6. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

Complete the following sentences/paragraph(s) by filling in the missing word(s). Write only the word(s) next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 … is a process of planning, collecting, analysing and reporting information.

1.2 An organisation can control the … environment as it is within the business.

1.3 In a … the strengths and weaknesses of an organisation's internal environment are being analysed as well as the external environment.

1.4 … is the discipline concerned with what is morally good and bad and morally right and wrong.

1.5 … aims at accurately and systematically providing information about customers and products.

1.6 The … will help determine the target market and how best to reach them.

1.7 When one or group of customers are being treated differently from one another in an unfair manner, we call that … .

1.8 A … is when there is a noticeable difference from what is expected or acceptable.

1.9 A … is a company's official advert inserted in newspapers giving information on a particular product.

1.10 … research identifies an organisation's specific areas of weakness and strength.

(10 × 1) **[10]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by only writing 'True' of 'False' next to the question number (2.1–2.10) in the ANSWER BOOK. Give ONE REASON for each answer.

2.1 The role of the marketing concept aims at finding out customers' needs and having ways to provide and satisfy them.

2.2 Market research can be done through street interviews.

2.3 Primary data is the information that has been collected for a different purpose or different research project.

2.4 Market research will help to identify the target market.

2.5 Online marketing is part of current market research trends.

2.6 Alphanumeric is the kind of information that includes pictures and graphics.

2.7 The results of marketing activities need to be evaluated at all times.

2.8 Marketing activities are aimed at improving the organisation's sales or to improve its brand.

2.9 To encourage product sales, advertisement of a small item in a big box packaging is allowed.

2.10 Barcodes are capable of encoding large amounts of data.

(10 × 1) **[10]**

QUESTION 3

Choose a/an word/item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	It refers to all forces and conditions within the organisation	A	code of conduct
3.2	A specific period of time in which something or a planned project is to take place	B	product life cycle
3.3	Direct marketing of products and services over the telephone	C	research design
3.4	The first group of customers that are keen to try out a new product	D	data
3.5	This refers to the length of time that a product is introduced to consumers into the market until it's removed from the shelves	E	innovators
3.6	It is collected from public and private sources and helps with identifying ideal customers	F	slogan
3.7	It encompasses anything that falls below minimum standards for the business code of conduct	G	internal environment
3.8	A policy that outlines principles and standards that all employees and third parties acting on behalf of the company must follow	H	telemarketing
3.9	'Finger Lickin Good,'	I	ethics
3.10	It is an overall strategy chosen to address the research problem of the organisation	J	time-frame
		K	brand
		L	unethical

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4



'Connie Ferguson launches first SA celebrity fragrance.

Actress, model, presenter, producer and philanthropist, Connie Ferguson, is making local history by being the first South African woman to launch her own celebrity fragrance, which has been named 'True Self'.
'South African women are busy,' says Ferguson. 'We are looking for a perfume that performs throughout the day and makes that shift from day to night with ease and grace.

[Source: *https://www.bizcommunity.com/Article/196/162/27191.html*]

4.1	Identify the target market for True Self.	(2)
4.2	Name FOUR steps that Connie Ferguson must follow when doing market research for her fragrance. (4 × 2)	(8)
4.3	Explain to Connie Ferguson in FIVE points why market research is important when marketing her own celebrity fragrance. (5 × 2)	(10)
4.4	Give FIVE adopter cycle steps that True Self will go through before customers decide to use it.	(5)
4.5	Advice on what type of pricing Connie can use to indicate the high quality of her fragrance. (1 × 2)	(2)
4.6	Name THREE types of advertising media that Connie can use when advertising her fragrances. (3 × 1)	(3)
		[30]

QUESTION 5

5.1	What is the difference between *exploratory* and *conclusive research*?	(2)
5.2	Give any FOUR limitations of market research.	(4)
5.3	State any THREE guidelines for writing and presenting a research report that gives a detailed result of market research. (3 × 2)	(6)
5.4	Name FIVE ways that can be used to keep the product in the maturity stage. (5 × 2)	(10)
5.5	What is the relationship between market research and the product? (5 × 1)	(5)
5.6	In your own words define what is a deviation and indicate ONE possible consequence of a deviation.	(3)
		[30]

Copyright reserved

QUESTION 6

6.1 Look at the picture and then answer the questions.



SIMILAC® ADVANCE Stage 2 is a follow-on formula for infants from 6 to 12 months. Also available in 400 g and 1,7 kg tins. Does not contain breastmilk. Breastmilk is best for infants and is recommended for as long as possible during infancy.

[Source: https://clicks.co.za/similac_total-comfort-stage-2]

6.1.1 Explain THREE elements of the marketing activity plan that the marketers of the product above must include. (3 × 2) (6)

6.1.2 The company of the product above must adhere to the code of conduct and formulate any FOUR statements that they may include for their organisation's code of conduct. (4 × 2) (8)

6.1.3 Briefly discuss any THREE different factors that may influence the market research of the product above. (3 × 2) (6)

6.1.4 Make a list of any FOUR questions that can be used to evaluate the outcomes of the product's marketing activities above. (4 × 2) (8)

6.1.5 Name any TWO methods of preparing data for the product mentioned above. (2 × 1) (2)

[30]

Copyright reserved

QUESTION 7

Read the scenario below and answer the questions.

Peter X. Kelly is a self-taught chef. He didn't go to culinary school, but his restaurants and catering business brings in around $10 million in sales a year. He beat Bobby Flay in 2006 and rose to become an Iron Chef (no small feat, as any Food Network fan can tell you).[3] He became the chef of the Highlands Country Club in Garrison, NY at 23 years old.[4] When asked if he was nervous to be so young in such a position, he said he knew he could pick up and try something else if he failed.

[Source: *https://www.fundera.com/blog/business-success-stories*]

7.1	Explain to Peter X Kelly how a marketing policy will be incorporated into the marketing plan.	(6 × 1)	(6)
7.2	Explain how marketing policy can be used as guidelines about strategies under the four Ps of the marketing mix of Peter X Kelly's business.	(4 × 2)	(8)
7.3	Explain FOUR data verification methods that Peter X Kelly can use.	(4 × 2)	(8)
7.4	Define a *market environment*.		(2)
7.5	Explain what happens if Peter X Kelly's marketing activity plan is not adhered to or neglected.	(3 × 2)	(6)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved