higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING
NQF LEVEL 3

(3041003)

7 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

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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. Use only black or blue ink. Lead pencil answers will not be marked.
5. Write neatly and legibly.

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QUESTION 1

1.1 Give ONE word or a term for each of the following descriptions by choosing a word or a term from the list below. Write only the word or term next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

awareness; direct marketing; marketing plan; coding; reporting; internet; field research; marketing policy; alphanumeric; laggards; telemarketing; innovators

1.1.1 A written document that provides guidelines about the objectives of the organisation and how it aims to achieve these objectives

1.1.2 Sorting data by giving each a unique number

1.1.3 A long-term document that guides the directions of all marketing decisions

1.1.4 Becoming conscious of the product

1.1.5 People who are very slow in adopting new products

1.1.6 The final step in the marketing research project

1.1.7 The first group of consumers to adopt a new product

1.1.8 Skipping the middleman and selling to customers through the internet and phone instead of inside a shop

1.1.9 Source of secondary data

1.1.10 Research conducted outside the business

(10 × 2) (20)

1.2 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 A/An … is a combination of thick and thin lines printed on products. It can be read by computers.

A bar code
B postal code
C input code
D batch code

1.2.2 The marketing department budget is used for …

A product mix.
B price mix.
C marketing mix.
D promotion mix.

1.2.3 Moral principles of behaviour for deciding what is wrong or right:

A Code of conduct
B Ethics
C Corporate culture
D Disciplinary code

1.2.4 The managers must consider the … when planning for market research.

A business plan
B pricing policy
C time frame
D product policy

1.2.5 Which ONE of the following statements is NOT an objective of marketing policy?

A Facilitates trade interactions
B Analyses macro and micro environment
C Indicates how marketing objectives are reached
D Enables for long-term planning

(5 × 2) (10)
[30]

QUESTION 2

Vhembe TVET College is in the process of opening a new campus called Shingwezi Campus in the rural Northern Cape area. The decision of opening a new campus came after the realisation that there is no public TVET college around that offers bursaries and free text books and many students are travelling from that area to the Western Cape colleges that are a long distance away. So Vhembe TVET will be offering bursaries and free text books. The government will allow Vhembe TVET College to use one of the former rural Northern Cape school buildings that is really old and in need of renovation for the new campus. The old school buildings have some useful facilities such as a cafeteria where students can enjoy their lunch. Vhembe TVET College started advertising temporary lecturer posts. Just a few kilometres away from the new campus, there are private colleges offering the same courses that are not overcrowded.

2.1 Identify THREE strengths from the extract that will make Shingwezi Campus a success. (3 × 2) (6)

2.2 State FIVE roles that marketing research would serve for this newly found campus. (5 × 2) (10)

2.3 Suppose you are presenting the research report to the managers of Vhembe TVET College.

What EIGHT guidelines will you consider when presenting this report? (8 × 1) (8)

2.4 Identify TWO weaknesses of Shingwezi Campus. (2 × 2) (4)

2.5 Name TWO types of research design. (2 × 1) (2)

[30]

QUESTION 3

3.1 Explain what a *code of conduct* is. (3)

3.2 Describe FIVE principles that could be included in the code of conduct of an organisation. (5 × 2) (10)

3.3 State THREE marketing pricing strategies that could be used to beat the competitors. (3 × 3) (9)

3.4 Market research is recommended, but it also has its disadvantages.

Give FOUR of these disadvantages. (4 × 2) (8)

[30]

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QUESTION 4

The Timber Chemical Company is a major chemical manufacturer, making industrial chemicals, plastics and consumer products. Company sales and profits have grown and its ratios of net profit to sales are about average for the industry, but in the last year or so, both sales and profits have been disappointing (decreasing).
As a result they have decided to introduce a new product to enhance their profit. The company decided to do some research, and to collect their data through a questionnaire. The Timber Chemical Company has a computer program that will enable them to process the data immediately as soon as a transaction occurs.

4.1 Timber has identified their problem and is fully aware that they need to do preliminary research.

State FOUR ways in which Timber can do preliminary research. (4 × 2) (8)

4.2 Did the company use secondary or primary research to collect their data? (2)

4.3 We assume that one of their products has reached the maturity phase.

State FIVE ways in which they could have prolonged the maturity stage. (5 × 2) (10)

4.4 Indicate to Timber Chemical FOUR phases of the product life cycle, except the one mentioned above. (4 × 2) (8)

4.5 What method of preparing data is used by Timber Chemical company? (2)
[30]

QUESTION 5

5.1 Copy the table below into the ANSWER BOOK and complete the meaning or description for each type of data.

TYPE OF DATA	MEANING/DESCRIPTION
Alphabetic data	5.1.1
Numeric data	5.1.2
Alphanumeric data	5.1.3
Image data	5.1.4
Audio data	5.1.5
Video data	5.1.6

(6 × 2) (12)

5.2 State FOUR internal environment factors that can influence marketing research. (4 × 2) (8)

5.3 Explain the difference between *market* and *market research*. (2 × 2) (4)

5.4 Assume you want to open an outlet that sells vetkoek and tea at the bus station.

With the help of using TWO pre-coded questionnaire questions, show how you will use market research to identify your target market. (2 × 2) (4)

5.5 Who is the target market for the proposed business in QUESTION 5.4? (2)

[30]

TOTAL: 150

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