higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

MARKETING MANAGEMENT

20 NOVEMBER 2014

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1 False✓✓
1.2 True✓✓
1.3 True✓✓
1.4 True✓✓
1.5 True✓✓
1.6 False✓✓
1.7 True✓✓
1.8 True✓✓
1.9 True✓✓
1.10 False✓✓

(10 × 2) **[20]**

QUESTION 2

2.1 D✓✓
2.2 A✓✓
2.3 B✓✓
2.4 C✓✓
2.5 A✓✓
2.6 D✓✓
2.7 D✓✓
2.8 C✓✓
2.9 A✓✓
2.10 D✓✓

(10 × 2) **[20]**

QUESTION 3

3.1 D✓✓
3.2 A✓✓
3.3 E✓✓
3.4 B✓✓
3.5 C✓✓

(5 × 2) **[10]**

TOTAL SECTION A: 50

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SECTION B

QUESTION 4

4.1
- Limpopo✓
- Shoprite✓
- Musina✓
- Pick 'n pay✓ (4 × 1) (4)

4.2 Differentiated✓ (1)

- It serves two or more market segments at the same time.✓✓
- The company develops a separate marketing mix for each segment.✓✓
- This type of marketing segmentation strategy is referred to as multi-segmentation strategy.✓✓ (3 × 2) (6)

4.3
- Agents also worked for other business.✓✓
- Due to commission rates agents did not give priority to the product from tabard.✓✓ (2 × 2) (4)

4.4
- Gender – both male and female.✓✓
- Age – people of all ages except new born babies.✓✓
- Social class – middle class and upper class.✓✓
- Occupation- all people who can afford to buy the product.✓✓ (4 × 2) (8)

4.6
- Profitable opportunities can be identified by segmentation when an analysis of the market points to segments that have not been developed.✓✓✓
- It indicates the need for the development of separate presentations and marketing strategies for different segments.✓✓✓
- A well – developed market presentation directed at the needs, demands and preferences of consumers can ensure better consumers satisfaction.✓✓✓

(3 × 3) (9)

4.6
- First buyers/acceptors✓✓ – the consumers who accept and purchase the product first✓.
- Early buyers/acceptors✓✓ – they tend to be part of a local social system✓
- Early majority✓✓ –they tend to accept a new product just before an average acceptor.✓✓
- Late majority✓✓ – this is a special group and will only accept a new product if they are forced to do so by circumstances.✓
- The delayers/laggards✓✓ – the consumer who accept products last✓.
- Non-acceptors✓✓ – these are people who do not accept the product or innovation in any at all and do not purchase.✓ (6 × 3) (18)

[50]

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QUESTION 5

5.1 5.1.1 A single person that people look up to.✓✓✓

5.1.2 The feeling of doubt and uncertainty that consumer experience after purchase.✓✓✓

5.1.3 An increase in prices at a faster rate than the increase income.✓✓✓

5.1.4 Groups to which a person aspires to belong.✓✓✓

5.1.5 An encompassing description of the consumer in specific target market and geographic, demographic, psychographic and product information.✓✓✓

(5 × 3) (15)

5.2
- Learning takes place more rapidly and is remembered much longer if the product/service/idea is important to the consumer.✓✓
- Repetition is necessary, so that the message is imprinted.✓✓
- Special messages that are easily remembered.✓✓
- Aspects that are mentioned first and last are remembered better.✓✓
- The promise of a reward of punishment makes the learning process.✓✓
- Demonstrations simply the learning.✓✓
- Serious, terrifying messages are avoided because the message can be misinterpreted.✓✓

(7 × 2) (14)

5.3
- Consumers✓ – represents capital, skills and entrepreneurship to the company in the form of human resources.✓✓
- Suppliers✓ – persons or organisation who offers stock in terms of products, services, advertising assistances, financing and advice to the company.✓✓
- Intermediaries✓ – organisations that firstly reduce the number of transactions between the consumer and producer.✓✓
- Competitors✓ – organisations who offer the same or similar products as that of the company. ✓✓

(4 × 3) (12)

5.4
- Adhering type✓✓ – persons who wish to move closer to others and who strive for love, acceptance and appreciation.✓
- Aggressive type✓✓ – persons who is against other people and who like competition✓
- Detached type✓✓ –persons who move away from others and avoid relationships with other people as far as possible.✓✓

(3 × 3) (9)

[50]

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QUESTION 6

6.1
- Choice and composition of the target✓✓
- The marketing objectives✓✓
- Structure of the marketing department✓✓
- Marketing plan and marketing mix✓✓
- How control will be exercised over the execution of the marketing plan✓✓

(5 × 2) (10)

6.2
- The consumer can use the product with safety.✓✓
- Risks are eliminated.✓✓
- There is reduction in financial and production costs.✓✓.
- There is a reduction in marketing costs.✓✓

(4 × 2) (8)

6.3
Self actualisation✓✓ – Self-development ✓✓
– Self-realisation
Ego motives ✓✓ – Self-esteem✓✓
– Recognisation
Social motives ✓✓ – Sense of belonging✓✓
– Love
Safety and security✓✓ –Security✓✓
– Protection
Physiological needs✓✓ –Hunger✓✓
– Thirst (20)

6.4
BMW motor car – Long lasting✓
– Comfort✓
Woolworths – Household ✓
– Clothes✓
Deodorant – Attractive smell✓
– Absorb sweats ✓
A new washing powders – To wash cloth✓
– To scrub floor✓
Hamburger – For breakfast✓
– Lunch✓
Hair products – Hair styling✓
– Hair activator✓

(6 × 2) (12)
[50]

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QUESTION 7

7.1 7.1.1 (a) Soccer✓✓
(b) Young boys✓✓

7.1.2 (a) Information✓✓
(b) Teenagers✓✓

7.1.3 (a) Rendering service✓✓
(b) Sick people✓✓

7.1.4 (a) Protection✓✓
(b) Rich people✓✓

(4 × 4) (16)

7.2
- Promoting the spirit of fair trade between consumers and service providers.✓✓
- Educating consumers about their rights and duties.✓✓
- Proving quick and fast resolution of complains through negotiated settlements.✓✓
- Investigating and resolving matters relating to unfair business practices.✓✓
- Prosecuting offenders.✓✓ (5 × 2) (10)

7.3
- Product modification and product differentiation costs.✓✓✓
- Production costs.✓✓✓
- Stock keeping costs.✓✓✓
- Marketing communication costs.✓✓✓
- Managing costs.✓✓✓
- Market research costs.✓✓✓ (6 × 3) (18)

7.4
- Physical risk✓: The risk of natural disaster such as floods, fire, strong winds or pests.✓
- Economic risk✓: A drop in demand or supply of products.✓
- Human risk:✓ Theft of stock, dishonest staff, change in consumer preferences.✓ (3 × 2) (6)

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TOTAL SECTION B: 150
GRAND TOTAL: 200

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