higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1030**(E)**(J22)H

JUNE EXAMINATION

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N5

(4030065)

22 June 2016 (X-Paper)
09:00–12:00

This question paper consists of 10 pages.

GENERAL STUDIES

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MARKETING MANAGEMENT N5
TIME: 3 HOURS
MARKS: 100

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. Write neatly and legibly.

GENERAL STUDIES

SECTION A

QUESTION 1

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 (1.1–1.15) in the ANSWER BOOK.

1.1 The marketer is called a/an … when price control is applied to price in one sense or another.

A price maker
B price taker
C intermediate
D None of the above

1.2 An example of total fixed cost:

A Water and electricity
B Salary
C Wages
D Material expenses

1.3 Harry buys a bottle of French champagne worth R 1 999,99 which is packed in a very exclusive steel box.

Which packaging strategy and price strategy is being used in the above scenario?

A Re-usable packaging and bait pricing
B Re-usable packaging and prestige pricing
C Speciality packaging and uneven pricing
D Kaleidoscope packaging and uneven pricing

1.4 To encourage customer loyalty, ZMN foods gives discounts to buyers when they pay during a specific period of time. This type of discount is called …

A trade discount.
B cumulative quantity discount.
C seasonal discount.
D promotional discount.

1.5 Maximum profit is:

A To set a profit
B To add a percentage to the advertising cost
C To use high prices
D None of the above

GENERAL STUDIES

1.6 Making use of sales personnel to be served is:

A Self-service
B Door-to-door
C Counter service
D Rack jobber

1.7 Which of the following shows the steps of brand acceptance in the correct order?

A Insistence, Preference, Recognition, Awareness
B Recognition, Awareness, Insistence, Preference
C Awareness, Recognition, Preference, Insistence
D Preference, Insistence, Recognition, Awareness

1.8 Which of the following is NOT a factor that influences the length of a distribution channel?

A Market
B Government
C Business
D Product

1.9 These stores have limited product ranges, few product lines and a wide variety of products in every line.

A Convenience stores
B Speciality stores
C Departmental stores
D Hypermarkets

1.10 To boost the image of a company, a marketing manager can make use of:

A Free coupons
B Free media coverage
C Competitions
D Special offers

1.11 Which of the following statements describe accessory equipment?

A Becomes part of the final equipment
B Selling is done by highly skilled marketers
C It has a short lifespan
D Examples are pens

GENERAL STUDIES

1.12 An advantage of a brand for the consumer.

A Can use it to control the market share
B Serves as a warning against repeat purchases
C Forms the basis for marketing communication decisions
D Simplifies and makes decisions easier

1.13 A barcode consists of this amount of digits.

A 12
B 14
C 13
D 9

1.14 An example of limited service wholesalers.

A Shelf wholesalers
B Mail order
C Speciality wholesalers
D None of the above

1.15 Direct marketing includes making transactions by way of …

A fax.
B newspaper.
C television.
D pamphlets.

(15 × 2) (30)

GENERAL STUDIES

QUESTION 2

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–M) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B			
2.1	Also known as misleading advertising	A	leader pricing		
2.2	A strategy whereby a company sells products below cost price	B	psychological pricing		
2.3	Price/quality is observed here	C	freight absorption price		
2.4	Products are introduced at a high price	D	basic price		
2.5	The minimum price for a product	E	sales volume objectives		
2.6	Price determined by retailers and kept fixed for as long as possible	F	bait pricing		
2.7	To maintain or increase market share	G	price skimming		
2.8	Price tactic whereby the buyer is required to absorb cargo cost	H	on-rail price strategy		
2.9	This strategy is used in highly competitive areas	I	prestige pricing		
2.10	Retailer uses a limited number of prices for each line of products	J	target price		
		K	price lines		
		L	market penetration		
		M	traditional pricing		
			(10 × 2)		(20)

TOTAL SECTION A: 50

GENERAL STUDIES

SECTION B

QUESTION 3

Read through the case study below and answer the questions.

SIMBA AND ALL GOLD TOMATO SAUCE TEAMS UP TO INTRODUCE A GREAT TASTING SOUTH AFRICAN FLAVOUR

Two of South Africa's iconic food brands, Simba and Tiger Brands' All Gold tomato sauce, have joined forces to launch Simba All Gold tomato sauce flavoured potato chips.

The new Simba All Gold tomato sauce flavour offers the perfect opportunity to promote a great family-time experience and it builds into Simba's Mapha philosophy. Mapha is centred on the joy of family and sharing and is entrenched in Simba's heritage and legacy as a sharing brand.

The flavour launch represents the fourth time Simba has embarked on a co-branding initiative with another South African heritage brand. The flavour introduction follows on the popular launches of Simba's Nando's peri-peri flavoured potato chips, Mrs HS Ball's chutney flavoured potato chips as well as Steers monkey gland sauce flavoured potato chips and provides additional variety within the Simba potato chip range.

The ongoing success of the Simba Mrs HS Ball's chutney flavour, which has become a South African favourite in its own right, provided Simba the impetus to approach Tiger Brands once again to partner with another iconic South African taste.

'As Simba is a truly South African brand we are always looking at ways to offer our audience an authentic South African flavour experience. Tomato sauce ranks within the top three preferred consumer flavour choices in potato chips (MAM STUDY 2011) and has a very loyal consumer following. We combined this taste insight with the partnership of two home-grown popular brands entrenched in the South African landscape, and who have both been acknowledged as favourite brands by consumers over the years. Simba has been a part of South African family moments for over 57 years, while All Gold celebrates over 100 years as an essential grocery item of South African families. As both Simba and All Gold target a similar consumer audience, it made sense to leverage off the heritage and quality experience encompassed in each brand,' says Zibuyile Mdlalose, Simba's brand manager.

The new Simba All Gold tomato sauce flavour launch will be supported by a cross-platform promotion. This promotion will include point-of-sale, television tags, innovative in-store promotions and sampling activations across South Africa.

The Simba All Gold tomato sauce flavoured potato chips are available nationwide in the 125 g large bag and 36 g small packets at a recommended selling price of R 10,00 and R 4,99 respectively.

Only the quality, freshness and flavour of Simba potato chips deliver the great taste that completes family-time.

[Source: www.fastmoving.co.za]

Copyright reserved

3.1		Why do you think that these two brands teamed up?	(2 × 2)	(4)
3.2		Describe the marketing mix from the case study	(4 × 2)	(8)
3.3	3.3.1	What type of brand is All Gold?	(1 × 2)	(2)
	3.3.2	Discuss the brand you mentioned in QUESTION 3.3.1.	(4 × 2)	(8)
	3.3.3	State when the brand discussed in QUESTION 3.3.2 is preferable.	(4 × 2)	(8)
3.4	3.4.1	Name the stage of the product lifecycle that this product is going through.	(1 × 2)	(2)
	3.4.2	Discuss the stage you mentioned in QUESTION 3.4.1.	(9 × 2)	(18)
				[50]

QUESTION 4

Study the advertisement below and answer the questions on the next page.



[Source: www.fayettevilleflyer.com]

4.1 4.1.1 Name the type of promotional mix used in the advertisement. (2)

4.1.2 Give THREE characteristics of the type of promotional mix named in QUESTION 4.1.1. (3 × 2) (6)

4.2 Is World Gym using the push or pull strategy in the above advert? Explain your answer. (2 × 2) (4)

4.3 Identify the following from the advert.

4.3.1 Source

4.3.2 Message

4.3.3 Medium

(3 × 2) (6)

4.4 4.4.1 What does the acronym AIDA stand for? (4 × 1) (4)

4.4.2 Apply the AIDA principle to analyse the above advertisement. (4 × 2) (8)

4.5 One of the most important steps in the advertising campaign is the budget.

Name and explain FIVE methods of spending the budget. (5 × 2) (10)

4.6 List and explain FIVE supply-oriented methods of determining the target price. (5 × 2) (10)

[50]

GENERAL STUDIES

QUESTION 5

Study the advertisement below and answer the questions.



[Source: www.almeemstevenson.wordpress.com

5.1	List FOUR other products of the above brand manufacturer.	(4 × 2)	(8)
5.2	Describe the intensity of distribution that the above product makes use of.	(6 × 2)	(12)
5.3	The iPhone 5 makes use of skimming price strategy to enter the market. Discuss this pricing strategy.	(8 × 1)	(8)
5.4	The above product had to go through the product development process. List the steps of the process in the correct order.	(8 × 1)	(8)
5.5	Tabulate the differences between standardisation and simplification.	(4 × 2)	(8)
5.6	State SIX factors to consider for a warehouse.	(6 × 1)	(6)
			[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

GENERAL S

Copyright reserved