higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

MARKETING MANAGEMENT N5

(4030065)

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09:00–12:00

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MARKETING MANAGEMENT N5
TIME: 3 HOURS
MARKS: 200

NOTE: If you answer more than the required number of questions only the required number will be marked. Clearly cross out ALL work you do not want to be marked.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions in SECTION A.
2. Answer any THREE questions in SECTION B.
3. Read ALL the questions carefully.
4. Number the answers according to the numbering system used in this question paper.
5. Write neatly and legibly.

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SECTION A (COMPULSORY)

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 Which ONE of the following is an example of a speciality product:

A Chocolates
B Designer clothes
C Car tyres
D Umbrellas

1.2 Developing new products is a marketing strategy that can be applied effectively in the ... phase of the product life cycle.

A introduction
B growth
C maturity
D decline

1.3 Ritebrand is an example of a ... brand.

A individual
B manufacturer's
C dealer's
D family

1.4 A new product that benefits from the prestige of existing products is a benefit of ... brands.

A reseller
B family
C individual
D producer

1.5 A roadwork vehicle is an example of ...

A installations.
B operating equipment.
C accessory equipment.
D factory equipment.

1.6 Product differentiation is a characteristic of the ... phase of the product life cycle.

A introductory
B growth
C maturity
D declining

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1.7 Different puzzle pieces printed on the back of breakfast cereal packs is an example of ... packaging.

A speciality
B unit
C kaleidoscopic
D reusable

1.8 Nutrition is a type of ... label.

A informative
B brand
C store
D grading

1.9 ... is a logistical function of intermediaries.

A Financing
B Storing
C Risk
D Communication

1.10 The main task of ... is to connect and assist buyers and sellers.

A wholesalers
B retailers
C agents
D industrial distributors

1.11 Horizontal conflict occurs between ...

A retailers and consumers.
B producers and retailers.
C manufacturers and wholesalers.
D two retailers.

1.12 Exclusive distribution is mainly used in the distribution of ... products.

A shopping
B convenience
C speciality
D both A and C

1.13 When choosing intermediaries the ... policy must be considered by the manufacturer.

A product
B price
C promotion
D distribution

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1.14 R49,95 is an example of ... prices.

A uneven
B prestige
C lure
D traditional

1.15 Demand is elastic when the change in demand for the product is ...

A more than the change in price.
B less than the change in price.
C equal to no change in price.
D equal to the change in price.

(15 × 2) **[30]**

QUESTION 2

Give ONE term for each of the following descriptions by choosing a term from the list below. Write only the term next to the question number (2.1–2.10) in the ANSWER BOOK.

augmented product; homogeneous shopping product; core product; heterogeneous shopping product; formal product; chain stores; supermarkets; freight-absorption price; market testing; freight-equalising strategy; free-on-board strategy; test marketing; formal product; product proposition

2.1 A select audience give their opinion about a product introduced to them

2.2 Products that grant status to the buyer

2.3 The actual benefit users expect from the product

2.4 All buyers pay the same transport costs regardless of their geographical location

2.5 The seller pays for delivery of products to the buyer

2.6 All benefits consumers experience when they buy the product and use it

2.7 A price tactic that requires the buyer to absorb the freight costs from the shipping point

2.8 The product is marketed to a limited area of the market

2.9 The physical object offered to the market

2.10 A group of similar stores that are commonly owned

(10 × 2) **[20]**

TOTAL SECTION A: 50

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SECTION B

Answer any THREE questions in this section.

QUESTION 3

Read the case study and answer the questions.

Colgate

Colgate has become a household name that helps in fighting germs and bad breath, and has managed to gain the trust of millions of buyers by providing high-quality products at affordable prices. Stiff competition inspires them to improve their own products to maintain their number-one position in the market. Presently, thirteen variants of the toothpaste are available in the market. Other products include Colgate toothpowder and mouthwash.

Colgate has positioned its toothpaste as its mainstream product and has highlighted all its other oral-care products around it. The prices are at a similar range or at a slightly higher range than other products. Colgate has opted for innovative schemes and attractive packing strategies. The marketing strategy emphasises quick delivery and easy availability to consumers in every part of the country. The brand has had deals with dental associations that help in promoting its products.

[Adapted from: *https://www.marketing91.com*]

3.1	Name TWO toothpaste brand competitors of Colgate.		(2)
3.2	Briefly describe any THREE marketing mix elements (4Ps) of Colgate.	(3 × 3)	(9)
3.3	Name and explain which type of product Colgate toothpaste is.	(3 × 2)	(6)
3.4	Colgate uses attractive packaging strategies. What role does packaging play in their success?	(5 × 2)	(10)
3.5	Name FIVE external factors that might influence the price strategy of this company.	(5 × 2)	(10)
3.6	Which type of distribution would Colgate toothpaste use? Briefly describe FOUR characteristics of this type of distribution.	(5 × 2)	(10)
3.7	The thirteen variants of the toothpaste is an example of … in the Colgate product range. Motivate the answer.		(3)
			[50]

QUESTION 4

4.1	Name TWO characteristics of each of the following types of retailers:		
	4.1.1 Shopping centres		
	4.1.2 Speciality stores		
	4.1.3 Department stores	(3 × 4)	(12)
4.2	Name FIVE trends in retailing.	(5 × 2)	(10)
4.3	List FOUR factors that might influence the promotional mix.	(4 × 2)	(8)
4.4	A product typically kicks off its life cycle with the introduction phase.		
	Describe FOUR characteristics of the introduction phase.	(4 × 2)	(8)
4.5	The final step in the new-product development process is commercialisation.		
	State SIX commercialisation decisions that must be taken to set several tasks into motion.	(6 × 2)	(12)
			[50]

QUESTION 5

5.1	Distinguish between *implicit* and *explicit* communication.	(2 + 2)	(4)
5.2	Raga Sounds Company manufactures sound equipment.		
	Why is it important that they constantly develop new products?	(5 × 2)	(10)
5.3	Give FIVE advantages of franchise agreements to the franchisee.	(5 × 2)	(10)
5.4	Give FOUR advantages of brands for the consumer.	(4 × 2)	(8)
5.5	State FIVE ways in which the manufacturer can prevent conflict in a distribution channel.	(5 × 2)	(10)
5.6	Explain FOUR ways in which distribution channels can create satisfaction for the consumer.	(4 × 2)	(8)
			[50]

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QUESTION 6

6.1	When determining a price, a logical and systematic process of pricing is required. Which steps would you follow to determine the final price?	(5 × 2)	(10)
6.2	List FOUR types of limited-service wholesalers.	(4 × 2)	(8)
6.3	Name FOUR situations in which the skimming price strategy can be applied.	(4 × 2)	(8)
6.4	Distinguish between *trade agents* and *brokers*.	(2 + 2)	(4)
6.5	Which advantages would barcoding and electronic scanning have for the manufacturer?	(5 × 2)	(10)
6.6	Name FIVE activities of physical distribution.	(5 × 2)	(10) **[50]**

TOTAL SECTION B: 150
GRAND TOTAL: 200

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