higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N5

11 June 2021

This marking guideline consists of 7 pages.

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SECTION A

Mark all the questions in SECTION A.

QUESTION 1

1.1 B
1.2 A
1.3 B
1.4 B
1.5 C
1.6 C
1.7 B
1.8 D
1.9 B
1.10 A
1.11 B
1.12 C
1.13 D
1.14 B
1.15 C

(15 × 2) **[30]**

QUESTION 2

2.1 Quantitative
2.2 Barcoding
2.3 Market testing
2.4 Structure
2.5 Vertical
2.6 Full-service
2.7 Buyers
2.8 Final
2.9 Elastic
2.10 Price

(10 × 2) **[20]**

TOTAL SECTION A: 50

SECTION B

Mark any THREE of the four questions in SECTION B.

QUESTION 3

3.1 3.1.1 Reseller's/Dealer's brand (1 × 2) (2)

3.1.2
- The intermediary alone is responsible for the marketing expenses of the product.
- A bad product can damage the image of the intermediary.
- If the product is of poor quality, customers have only the dealers to
- Some dealers have trouble promoting their own brands (4 × 2) (8)

3.2 Shopping products✓✓
- The consumer that does not have extensive knowledge concerning product qualities✓✓
- would be willing to shop around before making a final decision.✓✓

Homogeneous shopping products:✓✓
- Products with more or less the same attributes✓✓
- Price plays a major role when products are compared with one another.✓✓ (Any 5 × 2) (10)

3.3 3.3.1 Selective distribution (1 × 2) (2)

3.3.2
- Consumers shop around for the products.
- As fewer intermediaries are used, more attention can be given to the improvement of presentation, service and stock-keeping.
- Wholesalers are cut out as products are supplied directly to retailers.
- Examples of products that are distributed selectively are stoves, fridges, washing machines and certain brands of clothing. (4 × 2) (8)

3.4
- Business planning starts with the product.
- New products are needed for retention of profit margins.
- New products are essential for business growth.
- Certain environmental variables lead to new products.
- There is a battle for retail shelf space.
- There are high costs and risks regarding product failures. (Any 5 × 2) (10)

3.5
- If a product does not meet the requirements, it serves as a warning against repeat buys.
- The consumer has greater freedom of choice as to where to buy his/her product.
- If the consumer knows the brand, it speeds up the purchase process.
- Competition between brands leads to continuous product differentiation and improved products.
- Parts are more easily obtained if the brand is known.
- The brand usually identifies a manufacturer/supplier, serving as a measure of security for the consumer.
- A brand ensures the consumer of a consequent quality standard.
- A brand helps with the distinction/identification of a product. (Any 5 × 2) (10)

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QUESTION 4

4.1
- Rapid product ageing because of fast technological development.
- Rapidly changing markets, mass distribution and mass communication.
- Intensive competition that replaces the product item before the end of its technical lifespan.
- A higher standard of living, where the existing product item does not give satisfaction of a need for a long period of time. (Any 3 × 2) (6)

4.2 4.2.1 Used in the production processes of other products and services (2)

4.2.2
- The degree of durability (the time span of need satisfaction)
- The degree of tangibility ranges from untouchable services which result in a tangible product
- The degree of engagement/commitment ranges from long-term relationships (Any 2 × 2) (4)

4.2.3
- Consumer goods with unique characteristics
- Consumers have considerable product knowledge before searching for a product
- Potential buyers have a strong brand loyalty (Any 2 × 2) (4)

4.3
- Increased market information to all channel members
- Financial protection and profitability
- Future stability and growth
- Technology sharing
- Greater bargaining power
- Discouragement of competitors
- Improved distribution service (Any 4 × 2) (8)

4.4
- Anticipate consumer needs and buying patterns
- Sales and promotion
- Financing
- Storage
- Buying in bulk (breaking bulk)
- Transport
- Risk-bearing (Any 5 × 2) (10)

4.5 4.5.1 Uneven
4.5.2 Prestige
4.5.3 Traditional
(3 × 2) (6)

4.6
- Availability of funds
- Nature of the market
- Nature of the product
- Phase of the product life cycle
- Push-or-pull strategies (5 × 2) (10)

[50]

QUESTION 5

5.1
- Price
- Changes in required stock levels
- Too high expectations of other members
- Display space that is not laid out to requirements
- Non-conformation to sales stipulations
- Neglect of intermediaries to provide information about the performance of products
- Producers supplying to wholesalers as well as retailers, or producers supplying directly to consumers
- Late deliveries, bad packaging and faulty invoices not honouring guarantees (Any 6 × 2) (12)

5.2
5.2.1 Operating supplies
5.2.2 Raw materials
5.2.3 Industrial services
5.2.4 Accessory equipment
5.2.5 Installations

(5 × 2) (10)

5.3
1 – Analyse the internal and external factors that influence price
2 – Formulate the price objectives
3 – Determine the basic price
4 – Make adjustments to the basic price
5 – Determine the final price (5 × 2) (10)

5.4
5.4.1
- A mark, name, symbol or design that identifies a seller's products
- Distinguishes them from similar competitive products
- Serves as a guarantee that the product originated from a specific source (Any 2 × 1)

5.4.2 A brand name is the part of a brand that consist of letters, words, and numbers.

5.4.3
- Refers to words, symbols or marks allowed by law to be used on a product
- Is officially registered in the name of a particular company which may not be used by any other company
- Protects a brand name or a brand mark (Any 2 × 1)

5.4.4 Refers to a brand so dominant in consumers' minds that they think of it immediately✓ when a product category, situation of use, product attribute or consumer benefit is mentioned.✓

(4 × 2) (8)

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5.5
- Quantity discount
- Trade discount
- Cash discount
- Seasonal discount
- Promotional discount (Any 3 × 2) (6)

5.6 Implicit communication
- A form of non-verbal communication
- Characterised by the use of facial expressions, attitudes, signals and other forms of nonverbal communication

Explicit communication
- Communication where language is used by parties to
- create common understanding (2 × 2) (4)

[50]

QUESTION 6

6.1
- The consumer and his needs, according to the marketing concept, are the starting points for developing new ideas.
- The sales force and retailers have direct knowledge of consumer problems and needs.
- It is very important to be aware of new products that competitors offer. These products very often provide ideas for new products and packaging.
- Top management must identify the most important products, as well as the most likely market segments for developing new ideas.
- All employers should always be motivated to bring forth new product ideas.
- Trade fairs and road shows, market research companies, university laboratories
- The Internet
- The research and development (R & D) departments of large organisations

(Any 6 × 2) (12)

6.2 6.2.1
- Have a limited product range, few product lines
- or narrow product mix
- and a wide variety of products in every line (deep lines).

(Any 2 × 1)

6.2.2
- Are relatively large and consist of a number of departments
- offering a variety of product lines.
- Housing several departments under one roof.
- Department stores provides a wide variety of shopping and speciality goods.
- Each department is treated as a separate buying centre.

(Any 2 × 1)

6.2.3
- Transport and sell perishable products
- such as milk, yoghurt, ice cream and vegetables.

(3 × 2) (6)

6.3
- Improved client service is ensured.
- Out-of-stock situations and loss of sales are prevented.
- The competitive position of the company is improved.
- Transportation of large quantities is possible.
- Defends the business against uncertainties in the demand for specific products.
- Can help with the elimination of negative effects due to strikes. (Any 5 × 2) (10)

6.4
- Costs
- The organisation
- Other elements of marketing (Any 2 × 2) (4)

6.5
- Advertising
- Personal selling
- Sales promotion
- Publicity (4 × 2) (8)

6.6
- Industrial products and complicated technological products
- Products with a high unit value
- Perishable and fragile products
- Bulky products
- Speciality and shopping products (5 × 2) (10)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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