higher education & training

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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

MARKETING MANAGEMENT N5

(4030065)

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This question paper consists of 10 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

INSTRUCTIONS AND INFORMATION

1. SECTION A is COMPULSORY and must be answered by all candidates in the ANSWER BOOK.

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 When the enterprise makes its product mix wider it is an example of …

A diversification.
B simplification.
C specialisation.
D standardisation.

1.2 ... is specifically involved with the identification and distinction of product items.

A Labelling
B Branding
C Packaging
D Bar coding

1.3 A … is an assurance to the client of the performance of a product or a service.

A bar code
B brand
C trademark
D product guarantee

1.4 Using earlier product experiences when the consumer chooses a particular brand occurs in the ... brand phase of brand acceptance.

A awareness
B recognition
C preference
D insistence

1.5 A … refers to those words, symbols or marks allowed by law to be used on a product.

A trademark
B brand
C brand name
D master brand

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1.6 The ... is the essence of the marketing strategy.

A product
B target market
C price
D marketing communication

1.7 The price of the product and the … are directly dependent on each other.

A marketing communication
B distribution method
C product image
D target market

1.8 Bulk breaking is a … function.

A facilitating
B logististical
C wholesale
D transactional

1.9 Intermediaries … the number of transactions.

A increase
B decrease
C minimise
D maximise

1.10 ... distribution consists of intermediaries working together on the same level.

A Vertical
B Product
C Horizontal
D Multiple

1.11 Maintain marketshare is a … objective.

A profit
B sales volume
C status quo
D price

1.12 According to … pricing people pay extra for quality and status.

A bait
B leader
C prestige
D demand-backward

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1.13 … discount is given to a purchaser for performing activities like transporting, storing and selling.

A Quantity
B Seasonal
C Cash
D Trade

1.14 The ... is the amount the consumer must finally pay to get the product.

A market value
B product value
C replacement value
D book value

1.15 … occurs when consumers buy more or less of a product when the price changes.

A Inelastic demand
B Consumer surplus
C Elastic demand
D Supplier surplus

(15 × 2) **[30]**

QUESTION 2

Choose the correct word or words from those in brackets. Write only the word or words next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 A product (line/range) is a group of products that share similar product characteristics.

2.2 Price plays a major role in (heterogeneous/homogeneous) shopping products.

2.3 Education ranging to the services of an accountant indicates its degree of (engagement/tangibility) as a commercial service.

2.4 Rapid changes in the marketing environment lead to (longer/shorter) product life cycles.

2.5 (Differentiation/Positioning) takes place when a business attempts to distinguish its products from similar competitive products.

2.6 (Retailing/Marketing) includes all the activities directly related to the sale of goods and services to the ultimate consumer.

2.7 Grading and standardisation fill the (information/value) gap in the distribution function.

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2.8 (Resellers/Sales intermediaries) bring channel members in contact with each other without taking ownership of the product.

2.9 (Marginal/Average) cost refers to the variable cost of the last unit.

2.10 Operating supplies are sometimes regarded as the (speciality/convenience) products of the industrial sector.

(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 below and answer the questions.

TABLET PC CONVENIENCE

Although a tablet may not totally replace your PC (personal computer) anytime soon, using one has its benefits. Here are some of them.

Portability: Next to ordinary computers, tablets by design are comparatively lightweight and relatively easy to carry around. Reaching for a tablet to browse the Web during TV commercials is much easier than getting up, going to your desk, and booting up your computer or laptop.

Productivity: A tablet in the workplace can be quite helpful for handling basic tasks, like checking e-mail or managing schedules. For meetings you can jot down notes and download any relevant documents you may need to reference, into the tablet. That way, you won't have to shuffle through a pile of papers searching for a specific chart or diagram. Instead of carrying several books on a day-to-day basis students could pack them (download) into a tablet that also can double as a laptop.

Entertainment: Since a tablet is basically a large screen, it's a stellar device for watching movies and TV shows (unlike smartphones with smaller screens). With services like Netflix you can stream entire libraries of material directly to your device without having to fill your tablet's internal memory with video files. You can also find games to add to your fun.

Adaptability: Apart from games, most tablets have some sort of marketplace (e.g. Google Play Store) where you can purchase additional apps to give your device a whole new level of functionality, e.g. downloading news apps, social networking apps (like Facebook), etc. Installing apps on a tablet is a much cleaner and simpler process than customising your computer for it as most apps download and install in seconds.

Battery life gauge: On average a laptop can last for only about 2,5 hours before you have to plug it in, whereas you can get almost a full day's use out of a Samsung Galaxy Tab or an iPad indicating a superior battery life. Having to carry a charger as well as a laptop (not to mention trying to find an available electrical socket) gets to be inconvenient. Even most smartphones need to be plugged in at least twice a day.

A tablet is a great technological devise which is very affordable (many different finance contracts are available) and after-sales service is generally good depending on the brand you choose.

Besides being slower than a computer on average, typing documents on a tablet is generally more difficult. Tablets however, are definitely a good tool for road warriors who need the functionality that their phone lacks but who don't want the size and weight of a laptop or notebook to slow them down.

[Adapted from: *www.pcworld.com*]

3.1 Analyse the tablet PC in terms of the following product levels:

3.1.1 The core product (2 × 2) (4)

3.1.2 The formal product (3 × 2) (6)

3.1.3 The augmented product (4 × 2) (8)

3.2 What is meant by *the product image*? (2)

3.3 From the case study name TWO ways in which a computer is better than a tablet PC. (4)

3.4 Competition in the tablet PC market is currently very intense.

Name THREE price strategies to apply when using competitor based prices for price determination. (3 × 2) (6)

3.5 From the case study list FOUR categories in which a tablet PC is superior to computers. (4)

3.6 Identify SIX trends in retailing. (6 × 2) (12)

3.7 From the case study name TWO ways in which a tablet PC is a better option than a smartphone. (2)

3.8 A growing number of tablet PCs exist for consumers to choose from as more competitors enter the market.

What product life cycle stage is the tablet PC in? (2)

[50]

QUESTION 4

4.1 List FIVE tasks in retail management and planning. (5 × 2) (10)

4.2 Identify the product life cycle stage of each of the following products:

4.2.1 Laptop

4.2.2 3D HD tv

4.2.3 DVD Players

4.2.4 Typewriter

4.2.5 Holographic Projection

(5 × 2) (10)

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4.3	Identify FIVE advantages of franchising to the franchisee.	(5 × 2)	(10)
4.4	Name THREE advantages of seasonal discounts.	(3 × 2)	(6)
4.5	Why is the storing of goods necessary?	(3 × 2)	(6)
4.6	Distinguish between *freight equalising strategy* and *freight absorption price*.	(2 × 4)	(8)
			[50]

QUESTION 5

5.1	Name FIVE activities of physical distribution channel.	(5 × 2)	(10)
5.2	Name FIVE factors that determine the transport method to be used in physical distribution.	(5 × 2)	(10)
5.3	List FOUR tools that can be used to achieve marketing communication objectives.	(4 × 2)	(8)
5.4	Identify the type of packaging used by the following products:		
5.4.1	Several pairs of casual socks in one package		
5.4.2	Biscuit containers that can be used for storage purposes		
5.4.3	A shirt and tie packaged together		
5.4.4	Aftershave		
5.4.5	Puzzle pieces printed on cereal packs	(5 × 2)	(10)
5.5	State TWO general objectives of the promotion mix.	(2 × 2)	(4)
5.6	Identify FOUR steps in the product development process.	(4 × 2)	(8)
			[50]

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QUESTION 6

6.1 Identify THREE internal factors that can influence the price strategy. (3 × 2) (6)

6.2 Indicate whether the following market coverage strategies characterise *intensive*, *selective* or *exclusive* distribution:

6.2.1 The product is supplied directly to the retailer.

6.2.2 Convenience products with a low unit value.

6.2.3 The intermediary has the sole distribution right in a particular area.

6.2.4 Distribution of speciality products

6.2.5 The producer is responsible for the improvement of the product.

6.2.6 Distribution of shopping products

(6 × 2) (12)

6.3 Differentiate between the *depth* and *width* of a product range. (2 × 2) (4)

6.4 Name FIVE conditions in which to apply the market penetration price strategy. (5 × 2) (10)

6.5 What are promotional methods used for? (5 × 2) (10)

6.6 Name FOUR functions wholesalers fulfil. (4 × 2) (8)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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