higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

INTRODUCTORY MARKETING N4

3 JUNE 2016

This marking guideline consists of 5 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 Production orientation
1.2 Tracing
1.3 Sales
1.4 Storage
1.5 Emergency products
1.6 Heterogeneous products
1.7 Introductory phase
1.8 Individual brand
1.9 Inelastic
1.10 Discount stores
1.11 Upper class
1.12 Geographic location
1.13 National brand
1.14 Publicity
1.15 Experimenting

(15 x 1) **[15]**

QUESTION 2

2.1 True
2.2 False
2.3 True
2.4 False
2.5 False
2.6 True
2.7 False
2.8 True
2.9 True
2.10 False

(10 x 1) **[10]**

TOTAL SECTION A: 25

SECTION B

QUESTION 3

3.1	3.1.1	2 000✓ x 5✓ = 10 000✓	(3 x 1)	(3)
	3.1.2	800 + 1 200✓ + 800✓ = 2 800✓	(3 x 1)	(3)
	3.1.3	10 000✓ – 2 800✓ = 7 200✓✓	(4 x 1)	(4)
3.2		Attaining goals✓ and achieving status✓ and prestige✓	(3 x 1)	(3)
3.3	3.3.1	Selective distribution✓✓	(1 x 2)	(2)
	3.3.2	• Mainly used for shopping products✓✓ • Sometimes used for speciality goods✓✓ • A choice made between different possible middlemen✓✓ • Few retail points exist per geographic area✓✓ • Fewer middlemen are used✓✓	(5 x 2)	(10) **[25]**

QUESTION 4

4.1		Marketing Information System✓	(1 x 1)	(1)
4.2	4.2.1	Household products✓✓		
	4.2.2	Durable products✓✓		
	4.2.3	Toiletries✓✓		
			(3 x 2)	(6)
4.3		• Observation✓ – when a marketer uses a camera to monitor how people behave✓ • Experimenting✓ – test a change in shop layout✓ • Surveys✓ – questionnaire✓ • Focus groups✓ – group discussions✓	(Any 4 x 2)	(8)

Copyright reserved

4.4
- Identify and describe the market.✓
- Analyse the characteristics and needs of the potential buyers.✓
- Identify the abilities of the company.✓
- Identify the principles for market segmentation.✓
- Evaluate potential segments.✓
- Choose specific target markets.✓
- Analyse the competitive advantage.✓
- Position the product.✓
- Finalise the marketing strateg.✓
- Monitor the marketing strategy.✓

(10 x 1) (10)
[25]

QUESTION 5

5.1 Non- durable✓, the product has a short life span✓✓ (3 x 1) (3)

5.2 5.2.1 Pampers✓ (1 x 1) (1)

5.2.2 (a) Individual branding✓✓ (1 x 2) (2)

(b) Companies use individual brands when their products vary greatly in use or performance✓. For instance, it would not make sense to use the same brand name for a pair of dress socks and a cricket bat✓. These brands are also used when products vary greatly in quality.✓

(3 x 1) (3)

(c) Should a particular product fail, the company image is not involved.✓✓
This presents the opportunity for originality by developing a new name for each product.✓✓
Aggressive advertising is possible for individual products.✓✓

(3 x 2) (6)

5.3
- Making consumers aware of the product.✓
- Convey information.✓
- Convincing the consumers to buy.✓
- Convince channel members to stock certain products.✓
- Increase turnover.✓
- Retain and promote the image of the company.
- Proclaim specific, important activities.
- Expanding the product image.
- Convey the prices of products and services.

(Any 5 x 1) (5)

5.4
- The nature of the packaging plays a role in certain marketing activities like the handling, protection, storing and transportation from the producer to the consumer.✓
- Packaging can usefully be applied in the market development of new products.✓
- Sometimes packaging can be used as the only method of product differentiation.✓
- Often a product is so uniquely and alluringly that the consumer is prepared to pay handsomely.✓
- Packaging contributes to a certain product image which is formed in the mind of the consumer.✓
- Certain packaging that differ in colour, form, size and design can successfully be used by companies to market their products to different market segments.

(5 x 1) (5)
[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

Copyright reserved