higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

INTRODUCTORY MARKETING N4

18 NOVEMBER 2016

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

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

(15 x 1) (15)

QUESTION 2

2.1 D
2.2 I
2.3 A
2.4 B
2.5 J
2.6 M
2.7 F
2.8 C
2.9 O
2.10 G

(10 x 1) (10)
[25]

TOTAL SECTION A: 25

SECTION B

QUESTION 3

3.1	Marketing orientation	(1 x 2)	(2)
3.2	Satisfying the needs of the customers	(1 x 2)	(2)
3.3	<u>Production Orientation</u>✓ • Focus more on the internal abilities of the company than the needs of the consumer✓ <u>Sales Orientation</u>✓ • Effect of production orientation. Selling products to consumers to get rid of stock✓ <u>Strategical marketing thoughts</u>✓ • Building a relationship with your customer for survival✓	(3 x 2)	(6)
3.4	South African Bureau of Standards	(1 x 2)	(2)
3.5	Road	(1 x 2)	(2)
3.6	• Selective distribution • Mainly used for shopping products • Sometimes used for speciality goods • A choice made between different possible middlemen	(Any 3 x 2)	(6)
3.7	• It protects the customer • Eliminates risks • Causes a decrease in finance and production costs • Decreases marketing costs • Safe for the consumer to use the product	(5 x 1)	(5) **[25]**

QUESTION 4

4.1 Beyoncé Heat (1)

4.2 Females who work and like to socialise (1 x 2) (2)

4.3 Multiple (combination) packaging✓✓
Multiple packaging are characterised by products with a high relationship that are packed together✓✓. When new products are introduced, multiple packaging is the answer✓✓. This method is also used in wrapping attractive articles✓✓. The retailer only benefits in the process by using this packaging as the handling and labelling costs are much lower✓✓. (5 x 2) (10)

4.4 STEP 1: Awareness of need✓
See an advertisement about the product in a newspaper✓

STEP 2: Search for information✓
Do research on the product by asking people or going on the internet✓

STEP 3: Evaluation of alternatives✓
Use a criteria to evaluate the product with other alternatives✓

STEP 4: Decision on solution✓
Based on your research, you have to decide which product to buy✓

STEP 5: Action/purchase of the product✓
Physically go and buy the product✓

STEP 6: Behaviour after purchase✓
The customer will mentally analyse whether the product has worked or not✓
(6 x 2) (12)
[25]

QUESTION 5

5.1 5.1.1 Adhering

5.1.2 Detached

5.1.3 Aggressive (3 x 1) (3)

5.2 A planned system✓ in which the obtaining, filtering, evaluation, analysis, storing and conveyance✓ of relevant information✓ for the purpose of marketing decision is done✓ (4 x 1) (4)

5.3
- Observation✓ – when a marketer monitors how people behave✓
- Experimenting✓ – takes place on the same basis as observation✓
- Surveys✓ – the collecting of data on selected individuals✓
- Focus groups✓ – personal interviews or group discussions✓

(Any 4 x 2) (8)

5.4
- Newly-wed✓ – put income together can afford durable and luxury products✓
- Phase of family growth✓ – do not buy unnecessary products✓
- Maturity✓ – taking care of children needs✓
- Post-parental✓ – children leaving home you have more disposable income✓
- Sole survivor✓ – lifestyle changes because you are alone✓

(5 x 2) (10)
[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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