higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N820**(E)**(N18)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

INTRODUCTORY MARKETING N4

(4030044)

18 November 2016 (X-Paper)
09:00–11:00

This question paper consists of 9 pages.

GENERAL STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
INTRODUCTORY MARKETING N4
TIME: 2 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

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

GENERAL STUDIES

SECTION A

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 steps is NOT in the segmentation process?

A Identify target market
B Decide on the budget
C Identify the abilities of the company
D Position the product

1.2 Another name for market aggregation is …

A market segmentation.
B total market concept.
C market demand.
D market supply.

1.3 Research testing the reaction of the consumer to an advertising sign is known as …

A surveys.
B questionnaires.
C observation.
D experimenting.

1.4 The group of consumers who accept the product last of all consumers is called …

A late majority.
B non-acceptors.
C delayers.
D None of the above-mentioned

1.5 Expanded decisions occur when … products are purchased

A household
B non-durable
C durable
D consumer

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1.6 Bob and Mary has been married for two years. They have just welcomed a new born baby to their family.
Which phase of the family life-cycle is being explained in the above scenario?

A Maturity phase
B Post-parental phase
C Newly-wed phase
D Family growth phase

1.7 The need for self-respect is a prime example of … need.

A physiological
B social
C self-realisation
D ego

1.8 Which ONE of the following promotional mix element is non-personal?

A Personal selling
B Publicity
C Advertising
D B and C only

1.9 Boardmans store is an example of … retailer

A discount stores
B speciality stores
C factory stores
D None of the above-mentioned

1.10 Exclusive distribution is mainly used for the … product

A microwave
B jewellery
C sugar
D hair dryer

1.11 Seasonal discount can only be granted when …

A advertising tasks are performed.
B buying R4 000 worth of products.
C purchasing out of season.
D paying for a product within two months.

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1.12 Which ONE of the following DOES NOT happen during the adult phase

A Lower prices
B Rush for retailers
C A and B only
D None of the above-mentioned

1.13 A product, who's first acceptors do repeat purchases finds itself in the … phase.

A adult
B decline
C introductory
D growth

1.14 An example of Impulse products is …

A coffee.
B sugar.
C newspapers.
D milk.

1.15 The main variables in the market environment consists of …

A customers.
B suppliers.
C competitors.
D All the above-mentioned.

(15 x 1) (15)

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QUESTION 2

Choose an/a item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–O) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Can be seen as channel noise in the communication channel	A	threat
2.2	An example of homogeneous goods	B	opportunity
2.3	Can be identified as an unfavourable state to the business	C	core product
2.4	Can be identified as a favourable state to the business	D	competitor advertising
2.5	To stabilise the demand for the product during times of shortage	E	product range
2.6	When the ownership of a product is transferred from one person to another	F	formal product
2.7	Known as a physical objective offered to a specific market	G	staple products
2.8	The actual benefit or need-satisfaction that the user expects from the product	H	consumer
2.9	A group of products that share similar product characteristics	I	washing machines
2.10	Products that are bought on frequently	J	storage
		K	marketing research
		L	product positioning
		M	sales
		N	product differentiation
		O	product line

(10 x 1) (10)

TOTAL SECTION A: 25

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SECTION B

QUESTION 3

Read through the case study below and answer the questions.

> Michael Oliver started his own clothing company in 2016. The first day a customer came to him and asked if Michael guaranteed the products he sold. He replied proudly, 'every clothing that is purchased from my store has a lifetime guarantee. If at any time you are not satisfied with the clothes, you can return the clothes for a full refund of your purchase price'. Michael has a SABS stamp on all his products to show the quality of his clothes. He uses a truck to deliver his products.

[Source: *E.Koopman*]

3.1	What marketing management philosophy is being described in the above case study?	(2 x 1)	(2)
3.2	Explain your answer in QUESTION 3.1.	(2 x 1)	(2)
3.3	Name and explain the other THREE marketing management philosophies that you have not chosen in QUESTION 3.1	(3 x 2)	(6)
3.4	What does the acronym SABS stand for?	(2 x 1)	(2)
3.5	Name the type of transport method that Michael uses from the above case study.	(2 x 1)	(2)
3.6	Name and explain THREE intensity of distribution that Michael uses.	(3 x 2)	(6)
3.7	Explain to Michael why grading is so important.	(5 x 1)	(5)
			[25]

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QUESTION 4

Study the advertisement below and answer the questions.



[Source: *diamondpackaging.com]*

4.1	Identify the brand name from the advertisement above.	(1 x 1)	(1)
4.2	Who, do you think will be interested in using the above product?	(2 x 1)	(2)
4.3	Name and explain FIVE packaging strategies used in the above advertisement.	(5 x 2)	(10)
4.4	When consumers purchase a product, like the one above, certain steps needs to be followed. Name and explain SIX steps.	(6 x 2)	(12) **[25]**

GENERAL

QUESTION 5

5.1 Identify the personality type explained in each of the following examples:

5.1.1 Jade likes to socialise.

5.1.2 Malcolm avoids being in relationships.

5.1.3 Leonie likes to compete with her work colleagues. (3 x 1) (3)

5.2 Define the term *marketing information system.* (4 x 1) (4)

5.3 Explain FOUR ways on how to gather primary data. (4 x 2) (8)

5.4 Briefly explain the term *family life-cycle*. (5 x 2) (10)
[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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