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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINATION

NATIONAL CERTIFICATE

INTRODUCTORY MARKETING N4

(4030044)

7 June 2013 (X-Paper)
09:00–12:00

This question paper consists of 6 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
INTRODUCTORY MARKETING N4
TIME: 3 HOURS
MARKS: 100

NOTE: If you answer more than the required number of questions, only the required number of questions will be marked. All work you do not want to be marked, must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions in your ANSWER BOOK.
2. SECTION A is COMPULSORY.
3. Answer any THREE questions in SECTION B
4. Read each question carefully before you answer them.
5. Number the answers according to the numbering system used in this question paper.
6. Write your EXAMINATION NUMBER clearly and legibly on the ANSWER BOOK.
7. Neatness and a systematic exposition of facts are required. Where possible, answer questions point by point, but always in full sentences.
8. Write neatly and legibly.

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SECTION A (COMPULSORY)

QUESTION 1

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 Mass marketing is also known as market aggregation.

1.2 Market segmentation is the process by which the total homogeneous market is divided into heterogeneous segments.

1.3 A positioning guide is used to compare products, brands or groups of products with each other on a basis of four or more dimensions.

1.4 The supply side of the consumer market consist of competitors, suppliers and intermediaries.

1.5 A lifestyle can be seen as the way in which a person lives as well as the activities, interests and opinions which are reflected by it.

1.6 John decides to buy a new car. A limited decision will be made.

1.7 The late majority is the consumers who accept the product last of all.

1.8 Descriptive research is carried out to get more information concerning certain variables, problems and opportunities.

1.9 Selective distribution means only one retail point per geographical area is used.

1.10 Sales promotion is the non-personal stimulation of demand for a product or service and is relatively cheaper.

1.11 Non-cumulative quantity discount relates to discounts based on individual orders.

1.12 Total fixed cost stays the same regardless the output produced.

1.13 Multiple (combination) packaging takes place if an image of exclusivity and distinctiveness is granted to the product.

1.14 During the growth phase, a lower price will develop for the product.

1.15 A product line consists of the total variety of products sold by a company.

(15 × 1) (15)

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QUESTION 2

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

COLUMN A		COLUMN B	
2.1	Locating the consumer	A	sales
2.2	It consists of basic activities which are carried out to get the product from the producer to the consumer	B	test marketing
2.3	The main function of retailers and wholesalers	C	intermediaries
2.4	Buy in large volumes and sell in small volumes	D	market environment
2.5	It determines whether a product has been approved by the consumer	E	financing
2.6	Acquiring and application of capital	F	marketing concept
2.7	When ownership of a product is transferred from one person to another	G	transport
2.8	It consists of consumers, suppliers, intermediaries and competitors	H	storage
2.9	It consists of consumer orientation, objective orientation, system orientation, community orientation	I	re-arrangement
2.10	The survival of the company depends on the meeting of consumer needs while the business objectives are also effectively met	J	prospecting
		K	marketing orientation

(10 × 1) (10)

TOTAL SECTION A: 25

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SECTION B

Answer any THREE questions in this section.

QUESTION 3

3.1 Describe *selective perception* briefly. (10)

3.2 Name THREE problems which must be overcome before marketing management can implement the marketing concept. (3)

3.3 List FOUR conditions for effective market segmentation. (4)

3.4 Name FIVE conditions which must be present in order to have a successful trade process. (5)

3.5 Explain expanded decisions. Also provide examples. (3)
[25]

QUESTION 4

4.1 Name THREE types of markets. (3)

4.2 List the THREE determinants of consumer behaviour. (3)

4.3 The introductory phase is the first phase in the product life cycle.

4.3.1 List the other THREE phases (3)

4.3.2 Name SEVEN characteristics of the introductory phase (7)

4.4 Illustrate and explain *total fixed cost, total variable cost and total cost* (use a graph). (6)

4.5 List THREE advantages of a dealers brand. (3)
[25]

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QUESTION 5

5.1 Objective orientation and system orientation are two marketing concept principles which are used by marketing management. Discuss the other two marketing concept principles briefly. (5 x 2) (10)

5.2 Mention FIVE factors which will determine if single market segmentation or multi-market segmentation will be used. (5)

5.3 Name FOUR transport methods which can be used. (4)

5.4 Give TWO examples of uncontrolled risks. (2)

5.5 Differentiate between homogeneous and heterogeneous shopping goods. Give examples. (4)

[25]

QUESTION 6

6.1 Brands can be used to differentiate between similar products.

6.1.1 Distinguish between dealers' brand and manufacturers' brand. Supply an example of each. (4)

6.1.2 When will a collective brand be used? Give FOUR options. (4)

6.2 6.2.1 Name the FOUR packaging strategies which can be used. (4)

6.2.2 Describe each packaging strategy briefly. (4)

6.3 Give a brief discussion of standardisation. Refer to the following:

6.3.1 Definition (2)

6.3.2 Name FOUR advantages of standardisation (4)

6.4 Fill in the missing words in the following sentences:

6.4.1 The buying of ... can help the owner of the business to reduce risks.

6.4.2 The kind of … that will be used is determined by the nature of the product and the distance between the buyer and seller of the product.

6.4.3 Storage stabilises the ... for the product during times of shortage. (3 x 1) (3)

[25]

TOTAL SECTION B: 75
TOTAL: 100

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