higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N840**(E)**(J7)H

NATIONAL CERTIFICATE

INTRODUCTORY MARKETING N4

(4030044)

7 June 2018 (X-Paper)
09:00–11:00

This question paper consists of 7 pages.

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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.

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SECTION A

QUESTION 1

Choose a/an item/word/description from COLUMN B that matches a/an item/word/description in COLUMN A. Write only the letter (A–O) next to the question number (1.1–1.15) in the ANSWER BOOK

	COLUMN A		COLUMN B
1.1	Consumers belonging to a group as a result of mutual interest	A	income
1.2	Customers who accept products last	B	late majority
1.3	A function of marketing	C	late acceptance
1.4	An economic determinant of consumer behaviour	D	manufacturers brand
1.5	A discount granted to the buyers who purchase products out of season	E	routine
1.6	A type of retail that is characterised by a number of retailers situated in the same centre	F	shopping centres
1.7	Sceptical people who only accept a new product if their circumstances force them to use it	G	impulsive decisions
1.8	Type of promotional mix to boost the image of the company	H	advertising
1.9	Incentives offered by firms to encourage buyers to pay on time	I	dealers brand
1.10	Mass communication paid for by the company	J	automatic
1.11	A benefit of this brand is that market share can be controlled better	K	associative
1.12	A consumer product where the consumer buys luxuries at the till point	L	publicity
1.13	Buying products without purposefully thinking about it.	M	cash
1.14	Pot 'o Gold of OK supermarket is an example of this type of brand	N	warehousing
1.15	When a consumer would like to belong to a specific group	O	seasonal

(15 × 1) **[15]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 Psychographics is all about the lifestyle of the customer.

2.2 Market aggregation and market segmentation is the same.

2.3 During the production orientation, companies focused more on the needs of the customer.

2.4 One of the main functions of grading a product is to protect the customer.

2.5 Consumer products are destined for direct use by the final household.

2.6 Prospecting the customer is to search for the customer.

2.7 A brand name can include letters.

2.8 Wages is an example of total variable cost.

2.9 Intensive distribution is used for speciality goods.

2.10 Exclusive distribution is mainly used in franchise agreements.

(10 × 1) **[10]**

TOTAL SECTION A : 25

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SECTION B

QUESTION 3

Study the picture below and answer the questions.

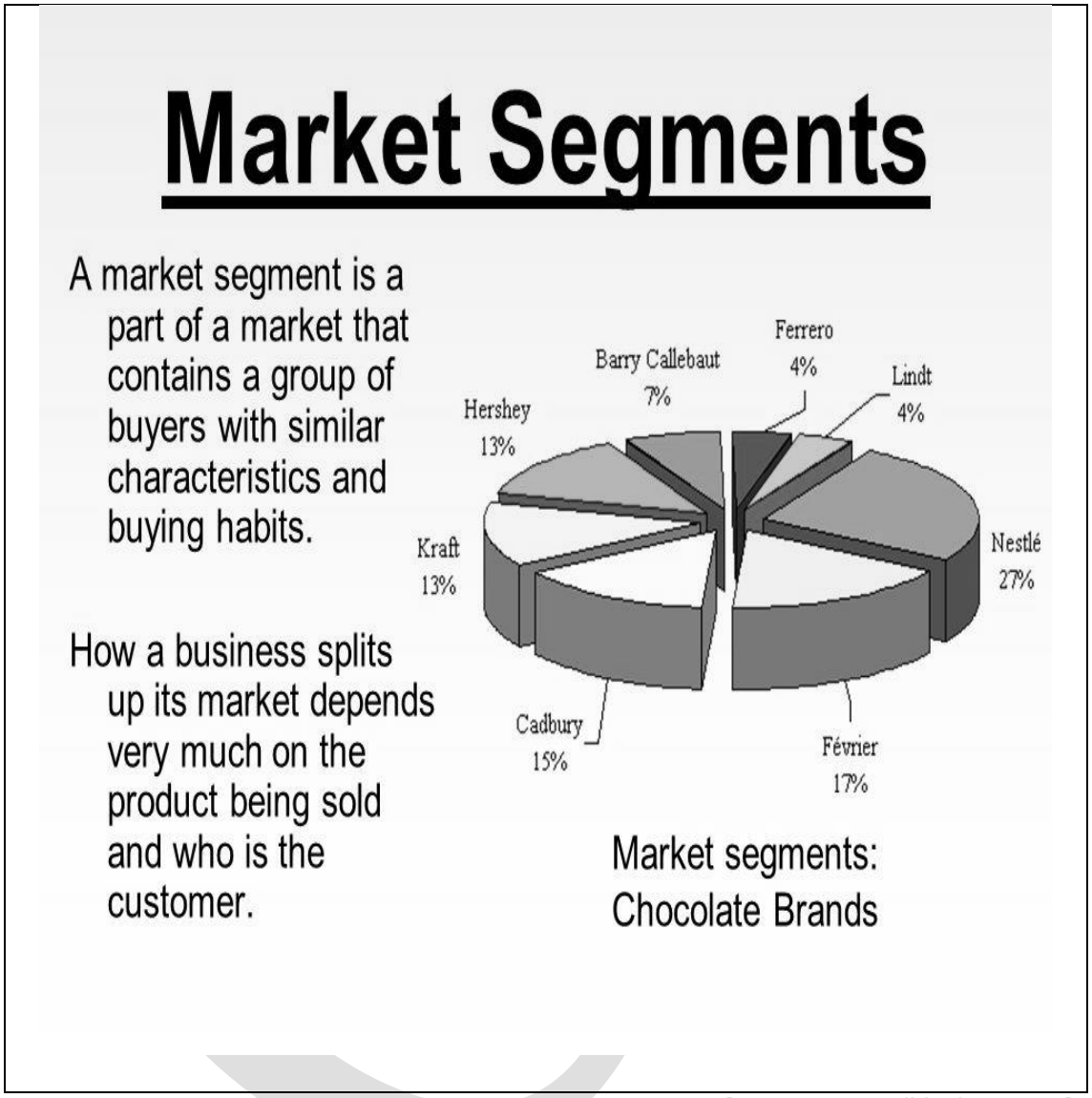


[Source: *www.nivea.com*]

3.1	What type of brand is Nivea?	(1 × 1)	(1)
3.2	When is it preferable to use the above-mentioned brand?	(4 × 2)	(8)
3.3	Nivea uses selective distribution. Explain this type of distribution.	(4 × 2)	(8)
3.4	Using the promotional mix, describe how Nivea can use the elements to promote their brand.	(4 × 2)	(8)
			[25]

QUESTION 4

Study the picture below and answer the questions.



[Source: *www.slideplayer.com*]

4.1 Describe market segmentation by explaining the following:

4.1.1	Conditions of market segmentation	(4 × 2)	(8)
4.1.2	Benefits of market segmentation	(3 × 2)	(6)
4.1.3	Problems of market segmentations	(3 × 2)	(6)
4.1.4	Fundamentals of market segmentation	(5 × 1)	(5)
			[25]

QUESTION 5

5.1	Describe a franchise by explaining the following:			
	5.1.1	Definition of a franchise	(2 × 1)	(2)
	5.1.2	Benefits of a franchise	(6 × 1)	(6)
	5.1.3	Types of franchising agreements	(4 × 1)	(4)
5.2	Name the stages of the family life cycle.		(5 × 1)	(5)
5.3	Explain how a business can determine research objectives.		(4 × 2)	(8)
				[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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