higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

INTRODUCTORY MARKETING N4

(4030044)

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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. Start each section on a new page.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 A substitute product can occur on the producer side.

1.2 A laggard buys a product that has just been launched.

1.3 Effective repetition means a customer only buys a product once.

1.4 Tiger Woods can be seen as an opinion leader.

1.5 Warehousing is important because it helps to stabilise the demand of a product.

1.6 Test marketing plays an important part in tracing the customer.

1.7 During the Production Era, the main focus of business was on the needs of the customer.

1.8 Market segmentation is about satisfying customer needs and making profit.

1.9 Price influences the growth of a business.

1.10 Billboards are used as a sales promotion technique.

(10 × 1) **[10]**

QUESTION 2

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Internal driving force behind purchasing a product	A	replacement value
2.2	Example of data collecting	B	total fixed cost
2.3	Promotion technique boosting image of company	C	cumulative quantity discount
2.4	Expenses staying the same for a year	D	motivation
2.5	Place where marketer finds customers	E	early acceptors
2.6	Suppliers use this technique to ensure customer loyalty	F	experimenting
2.7	Products with more or less the same attributes	G	homogeneous goods
2.8	Respected people targeted by salespeople	H	publicity
2.9	Another name for manufacturer brand	I	geographic location
2.10	Amount that customers finally pay to get product	J	national

(10 × 1) **[10]**

QUESTION 3

Give ONE term for each of the following descriptions by writing it next to the question number (3.1–3.5) in the ANSWER BOOK.

3.1 Process by which total heterogeneous market is divided into homogeneous segments.

3.2 Planned system in which obtaining, filtering, analysing, storing and conveying information for the purpose of marketing decisions are done.

3.3 Purchasing decision when buyer buys products without planning.

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3.4 Dishonesty is an example of this marketing function.

3.5 High profit is a characteristic of this phase in product life cycle.

(5 × 1) **[5]**

TOTAL SECTION A: 25

SECTION B

QUESTION 4

4.1 Read the scenario below and answer the questions.

> Louis Titus has just started his own juice company called Freshly Apples. He has done everything correct, having his juice approved by the SABS and doing extensive test marketing. He is still negotiating with several retail stores to stock his product. When his contracts are finalised, he will have three trucks to deliver the juice.

[Source: E. Koopman]

4.1.1 Name the transport method that Freshly Apples will use. (1)

4.1.2 Describe THREE roles that retailers play in distribution channels. (3)

4.1.3 Name THREE discounts that Freshly Apples can offer retailers. (3)

4.1.4 Identify FOUR benefits when products comply with SABS standards. (4)

4.1.5 List SIX trading conditions Louis uses during negotiations. (6)

4.2 Name FOUR role players in the marketing environment and explain the role of each. (8)
[25]

QUESTION 5

Read the extract below and answer the questions.

Once again, KFC has shown how far it is willing to go to incorporate chicken into their menu. The company introduced the Chizza via social media in the Philippines early in July: "Thick crust, thin crust. Don't think about it. We have our chicken as the pizza crust."

Yes, that's right. KFC's signature chicken is now also a pizza crust.

This is not the company's first foray into hybrid foods. In 2010, KFC offered the Double Down sandwich, a bacon and cheese sandwich with two pieces of fried chicken as the bread. And let's not forget earlier this year, when KFC rolled out the Double Down Dog, a hot dog covered in cheese and stuffed in a bun-sized piece of fried chicken.

In a lot of ways, KFC's Chizza is like chicken Parmesan topped with pepperoni, sans the pasta, of course. For now, the dish is only available in the Philippines, but it could make a US debut if demand jumps.

[Adapted from: *www.cnbc.com/2015/07/09/kfcs-chizza-is-pizza-with-a-chicken-crust.html*]

5.1 Give TWO reasons why you think KFC has launched this product only in Singapore. (4)

5.2 Identify and explain the type of market to which KFC belongs. (4)

5.3 Explain TWO factors of product development which KFC used to create the new pizza. (4)

5.4 List FIVE characteristics of the introductory phase of the product life cycle. (5)

5.5 Explain FOUR conditions for market segmentation which KFC uses to satisfy consumer needs. (8)

[25]

QUESTION 6

6.1	Give FOUR principles of the marketing concept.	(4)
6.2	State THREE characteristics of advertising as one of the elements of the promotional mix.	(6)
6.3	Identify SEVEN demographical characteristics helping a business to get information about a target market.	(7)
6.4	List EIGHT functions of marketing.	(8)
		[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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