higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

INTRODUCTORY MARKETING N4

22 NOVEMBER 2013

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1 True√

1.2 False√

1.3 False√

1.4 True√

1.5 False√

1.6 False√

1.7 True√

1.8 True√

1.9 False√

1.10 False√

(10 × 1) (10)

QUESTION 2

2.1 C√

2.2 C√

2.3 C√

2.4 B√

2.5 B√

2.6 C√

2.7 A√

2.8 B√

2.9 B√

2.10 C√

2.11 D√

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2.12 D√

2.13 C√

2.14 D√

2.15 B√

(15 × 1) (15)

TOTAL SECTION A: 25

SECTON B

QUESTION 3

3.1 Sales orientation phase (√ heading)
Mass production caused an oversupply of products.
Needs of consumers not taken into consideration-drawback
Businesses become more sales orientated-make use of sales persons, aggressive selling techniques and even misleading advertising to get rid of surplus stock
Emphasis placed on sales to final consumer, encouraging intermediaries to 'push' product from manufacturer through the distribution channel
Emphasis played on short term increase in sales rather than long term profits
(√ each for any 4 facts)

Marketing orientation phase (heading √)
Marketing departments established for the first time
Main function – do research on consumer needs
Enable to get differential advantage over competitors
It focus on consumer needs and the building of customer relations by adding value to the product
Marketing concept-survival of business depends on meeting consumer needs, while objectives of business are also met
Marketing concept consist of the following:

- Emphasis falls on consumer needs
- All marketing activities are integrated to meet consumer needs
- Achieving long term objectives by living up to consumer needs in a lawful and responsible way

(√ each for any 4 facts)

(10 × 1) (10)

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3.2 It falls into the following categories /levels, can't move to a higher order if current level is not satisfied Levels:

- Physiological/physical needs√: basic needs: food, shelter, clothing√
- Safety and security√: security, protection, insurance√
- Social needs/motives√ friends, sense of belonging, love√
- Ego needs/motives√ self-esteem, recognition, status, success√
- Self-actualisation√ self development, self realisation√

(10 × 1) (10)

3.3

- Repetition-massage is imprinted
- Special messages are easily remembered
- Aspects mentioned first and last are better remembered
- Promise of punishment/reward makes learning process easier
- Demonstrations simplify learning process
- Serious terrifying messages must be avoided-message can be misinterpreted

(5)
[25]

QUESTION 4

4.1 Convenience products
Consumer has comprehensive knowledge about product before buying√
Brand preference not strong√
Relatively cheap, buying requires little time or exercise√
Divided into:

- Impulse products:√ bought without planning√ eg sweets at till√
- Emergency products√: bought when need arises√ example medicine , sugar √
- Staple/routine products√: frequently bought√ examples bread, milk√

Any 10 must give 3 examples (10 × 1) (10)

4.2 4.2.1 A place: Cape Town, Durban, Sun City√

4.2.2 An event: World Cup, Cape Argus√

4.2.3 An experience: Bungee jumping√

(Any applicable example) (3)

4.3

- Cost reduction because of the same communication message√
- Cost reduction because of the low cost per unit-mass production√
- Storage of the product Is simplified because of uniform packaging√
- Lower marketing research costs because of uniform preferences and demand√

(4)

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4.4
- Discovering research√
- Descriptive research√
- Research after cause√
- Predictive research√ (4)

4.5
- Primary data-data which has not been collected
  and still has to be obtained
  more time consuming and expensive than secondary data
  Will provide more answers to the research questions (Any 2 √ each)

- Secondary data-data which already exists
  More easily obtainable and cheaper than primary data
  Information available doesn't coincide with problem under investigation
  (Any 2-√ each) (4)

[25]

QUESTION 5

5.1 Market segmentation is the process by which the total **heterogeneous market**√ is divided into **homogeneous segments**√ (2)

5.2
- It should be possible to divide the total consumer market into homogeneous groups
- The segments should be large enough to generate a profit from it
- The chosen segment should be accessible for marketing management
- It must be possible to compare the different segments (4)

5.3
- Membership groups
- Automatic groups
- Negative groups
- Associative groups (4)

5.4 **Product positioning**
Is the position in which the consumer, by way of perception, places the product, brand or a group of products in comparison with competitive products or companies√√

Product differentiation
The company attempts to distinguish its product physically or psychologically from competitive products√√
(2 × 2) (4)

5.5 Awareness√
Interest√
Evaluation√
Trial√
Adoption√ (5)

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5.6 5.6.1 Adhering type√

5.6.2 Aggressive type√

5.6.3 Detached type√ (3)

5.7 5.7.1 Inflation√

5.7.2 Perception√

5.7.3 Demography√ (3)
[25]

QUESTION 6

6.1 6.1.1 Target market-students that don't have cars/transport, lecturers, public working close to college and who is in need of transport, anybody without transport
(Any 2 applicable examples√√ each) (4)

6.1.2 taxis, public transport, students owning carsany applicable example √√
(Any 2 × 2) (4)

6.1.3 students who own cars, agreements with taxi owners, car rental companies, college buses ,mini buses (Any 2 × 2) (4)

6.2 college bulletin/newsletter, flyers at college, local newspaper, smse to students (Any 3 applicable answers NOT television) (3)

6.3
- Locating the consumer√
- Transport√
- Product development√
- Standardisation√
- Re-arrangement/re-ordening√
- Storing
- Financing
- Running the risk
- Sales

(Any 5 × 1) (5)

6.4
- Motivation√
- Attitudes√
- Perception√
- Learning ability√
- Personality√
- Lifestyle

(Any 5 × 1) (5)
[25]

TOTAL SECTION B: 75
GTRAND TOTAL: 100

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