higher education & training

Department:
Higher Education and Training
**REPUBLIC OF SOUTH AFRICA**

N750**(E)**(N28)H

# NOVEMBER EXAMINATION

# NATIONAL CERTIFICATE

# INTRODUCTORY MARKETING N4

(4030044)

**28 November (X-Paper)**
**09:00–11:00**

**This question paper consists of 6 pages.**

BUSINESS STUDIES

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# DEPARTMENT OF HIGHER EDUCATION AND TRAINING
# REPUBLIC OF SOUTH AFRICA

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

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**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 description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–J) next to the question number (1.1–1.10) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 1.1 | Technological developments | A | number of different retailers situated in the same centre |
| 1.2 | Intermediaries | B | an example of data collecting |
| 1.3 | Brokers | C | individuals who seem to think of themselves as nice looking |
| 1.4 | Shopping centers | D | where the customer stays |
| 1.5 | Upper class | E | factor that influence the stages of the product life cycle |
| 1.6 | Experimenting | F | another name for manufacturer brand |
| 1.7 | Homogeneous goods | G | assists with negotiations |
| 1.8 | Publicity | H | boost the image of the company |
| 1.9 | Geographic location | I | different ranges of products from different manufacturers are brought together. |
| 1.10 | National | J | products with more or less similar attributes |

(10 x 1) **[10]**

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## QUESTION 2

Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (2.1–2.10) in the ANSWER BOOK.

| routine; multiple packaging; heterogeneous products; competitors; the market; adhering; late majority; incremental; system orientation; durable products |
|---|

2.1 Also known as Integrated Marketing

2.2 Persons or businesses who offer the same products as you

2.3 Consists of people and organisations that have specific needs which must be satisfied

2.4 These products are used over a relatively long period of time

2.5 Products that grant status to the buyer

2.6 Products that are packed together

2.7 The cost to produce and market one more unit of a product

2.8 This is a person who wishes to move closer to others

2.9 A buying decision where the customers buy products without purposefully thinking about it

2.10 A sceptical group of consumers who will only accept a new product if they are forced to do so through circumstances.

(10 x 1) **[10]**

## QUESTION 3

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.1–3.5) in the ANSWER BOOK.

3.1 Product differentiation is used to make your product look different from your competitors.

3.2 One of the phases of the product life cycle is the promotional phase.

3.3 Seasonal discount is given for buying products during the current season.

3.4 A manufacturer brand is when a company uses different brand names for different products.

3.5 Advertising is one-way communication.

(5 x 1) **[5]**

**TOTAL SECTION A: 25**

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## SECTION B

ANSWER ALL QUESTIONS!

## QUESTION 4

Read the case study below and answer the questions.

Mr. Koopman is the CEO of Blake Stores. He instructs Mr. Jantjies, an administrative assistant, to run an advertising campaign for Blake Stores 30th Birthday Sale. Blake Stores will use The Cape times to communicate their message to the customers. Pick 'n Pay also uses The Cape Times to advertise their promotions.

4.1 Identify the following from the above case study

4.1.1 Sender

4.1.2 Channel noise

4.1.3 Message

4.1.4 Medium

4.1.5 Type of promotion tool

(5 x 2) (10)

4.2 Apart from the promotional tool that Blake Stores is using, name THREE other tools that the store can use with a practical example of each.

(3 x 2) (6)

4.3 Which type of market is Blake Stores an example of? (1 x 1) (1)

4.4 List FIVE main reasons as to why businesses use promotional methods.

(5 x 1) (5)

4.5 Explain the following personality types

4.5.1 Adhering

4.5.2 Aggressive

4.5.3 Detached

(3 x 1) (3)

**[25]**

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## QUESTION 5

| | | | |
|---|---|---|---|
| 5.1 | The marketing concept consists of FOUR phases.<br><br>Name and explain each phase. | (4 x 2) | (8) |
| 5.2 | List the trading conditions. | (6 x 1) | (6) |
| 5.3 | Convenience products are products that consumers have comprehensive knowledge before buying the product.<br><br>5.3.1 Name THREE types of convenience products<br><br>5.3.2 Explain each type<br><br>5.3.3 Provide an example for each type. | (3 x 3) | (9) |
| 5.4 | Distinguish clearly between a retailer and a wholesaler. | (2 x 1) | (2) |
| | | | **[25]** |

## QUESTION 6

| | | | |
|---|---|---|---|
| 6.1 | Discuss the FOUR basic product concepts. | (4 x 2) | (8) |
| 6.2 | Identify whether the following is ELASTIC demand OR INELASTIC demand:<br><br>6.2.1 Consumers buy more or less of a product when the price changes.<br><br>6.2.2 Increase or decrease in price will not significantly affect the demand for the product. | (2 x 1) | (2) |
| 6.3 | Name FOUR examples of selective perception. | (4 x 1) | (4) |
| 6.4 | List FIVE characteristics of the following:<br><br>6.4.1 Growth phase | (5 x 1) | (5) |
| | 6.4.2 Decline phase | (5 x 1) | (5) |
| 6.5 | Marketing plays an important role in society (TRUE/FALSE) | (1 x 1) | (1) |
| | | | **[25]** |

**TOTAL SECTION B: 75**
**GRAND TOTAL: 100**

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