higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

INTRODUCTORY MARKETING N4

28 NOVEMBER 2014

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

1.1 E✓
1.2 I✓
1.3 G✓
1.4 A✓
1.5 C✓
1.6 B✓
1.7 J✓
1.8 H✓
1.9 D✓
1.10 F✓

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

QUESTION 2

2.1 System Orientation✓

2.2 Competitors✓

2.3 The market✓

2.4 Durable products✓

2.5 Heterogeneous products✓

2.6 Multiple packaging✓

2.7 Incremental✓

2.8 Adhering✓

2.9 Routine✓

2.10 Late majority✓

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

QUESTION 3

3.1 T✓
3.2 F✓
3.3 F✓
3.4 F✓
3.5 T✓

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

TOTAL SECTION A: 25

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SECTION B

QUESTION 4

4.1 4.1.1 Blake stores✓✓

4.1.2 Pick n Pay✓✓

4.1.3 30th Birthday sale✓✓

4.1.4 Impersonal medium✓✓

4.1.5 Advertising✓✓

(5 x 2) (10)

4.2
- Personal Selling✓: Salesperson talking to the customer✓
- Publicity✓: Donating money for a good cause✓
- Sales Promotion✓: coupons, special offers, competitions✓ (3 x 2) (6)

4.3 Consumer market OR Re-seller market✓ (1 x 1) (1)

4.4
- Making consumers aware of the product✓
- Convey information✓
- Convincing the consumers to buy✓
- Convince channel members to stock certain products✓
- Increase turnover✓
- Retain and promote the image of the company✓
- Proclaim specific, important activities✓
- Expanding the product image✓
- Convey the prices of products and services✓ (Any 5 x 1) (5)

4.5 4.5.1 Adhering type- 'wishes to move closer'- who strive for love an acceptance and appreciation✓

4.5.2 Aggressive type – 'are against other people' – likes to compete✓

4.5.3 Detached type- 'who move away from other' – avoid relationships✓

(3 x 1) (3)

[25]

QUESTION 5

5.1
- Consumer orientation✓: Company will attempt to supply a product or service which will satisfy consumer needs✓
- Profit/objective orientation✓: To strive for the highest obtainable profit within a short period✓
- System orientation✓: All departments work together✓
- Community orientation✓: Social responsibility – donations – helping your community✓ (4 x 2) (8)

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5.2
- At least two participants✓
- Participants must own something that the other party want✓
- Participants must want to negotiate with one another✓
- Participants must be free to accept or refuse the offer✓
- Participants must be able to deliver the product✓
- Participants must partake willingly✓ (6 x 1) (6)

5.3 5.3.1 Impulse products✓: bought without any planning✓ e.g.newspapers, sweets, etc✓.

5.3.2 Emergency products✓: bought when the need arises✓ e.g. coffee, medicines, etc. ✓

5.3.3 Staple products✓: bought on frequent✓ e.g. milk, bread, etc. ✓ (3 x 3) (9)

5.4
- Retailers – sells products in units to customers✓
- Wholesalers – sells products in bulk to customers✓ (2 x 1) (2)

[25]

QUESTION 6

6.1
- Formal Product✓: a physical product or service offered to a specific market ✓
- Core Product✓: the actual benefit or need - satisfaction that the user expects from the product✓
- Total Product✓: points to all the benefits that consumers experience in perceiving, purchasing, using and applying the formal product✓
- Product Image✓: includes all the above-mentioned and points to the way in which the consumer observes the product. ✓ (4 x 2) (8)

6.2 6.2.1 Elastic✓

6.2.2 Inelastic✓ (2 x 1) (2)

6.3
- Exposure✓
- Attention✓
- Interpretation✓
- Recall✓ (4 x 1) (4)

6.4 6.4.1
- Fast growth in sales✓
- Increase in competitors✓
- Product improvements✓
- Improvement of production methods✓
- Lower prices✓
- High profits✓
- Rush for Retailers ✓ (Any 5 x 1) (5)

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6.4.2
- Permanent drop in sales✓
- Elimination of the product✓
- Reduction in marketing costs✓
- Prices decrease, stabilise and sometimes even rise✓
- Drastic decrease in competitors✓ (5 x 1) (5)

6.5 True✓ (1 x 1) (1)
[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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