higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N840**(E)**(N16)H

NATIONAL CERTIFICATE

INTRODUCTORY MARKETING N4

(4030044)

16 November 2018 (X-Paper)
09:00–11:00

This question paper consists of 7 pages.

Copyright reserved

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.

Copyright reserved

SECTION A

QUESTION 1

Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (1.1–1.15) in the ANSWER BOOK.

cultural groups; strategical marketing thoughts; family; middle class; individual; brokers; selective; analytic; consumer behaviour; exclusive; upper class; tracing; formal product; product development; detached

1.1 Another name for *umbrella branding*

1.2 Known as a physical object offered to a specific market

1.3 Connect buyers and sellers and assist them with negotiations

1.4 This type of distribution is used mainly in franchise agreements

1.5 The social class which includes professional and business people for whom achieving status and prestige is very important

1.6 A process which consumers go through during the obtaining and use of need-satisfying products

1.7 Type of distribution where few retail points exist per geographic area

1.8 Individuals who are very wealthy and influential

1.9 SAB is an example of this brand

1.10 Consists of a set of values, norms and meaningful symbols that are passed on from one generation to another

1.11 A personality type where people avoid relationships

1.12 Marketing research plays a vital role in this function of marketing

1.13 A marketing function that uses test marketing

1.14 A role of marketing research

1.15 Building a relationship with your customer

(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 Consumers are on the supply side within the marketing environment.

2.2 Trading cannot take place anywhere.

2.3 Market segmentation is the process by which the total homogeneous market is divided into heterogeneous segments.

2.4 Transportation of a product is determined by the nature of the product.

2.5 One of the characteristics of the growth phase is a decrease in competition.

2.6 Kaleidoscopic packaging is used to create demand.

2.7 Intermediaries reduce the number of transactions.

2.8 A service is a tangible object.

2.9 Packaging plays a vital role in the differentiation of a product.

2.10 Perception of the customer plays a big role in product positioning.

(10 × 1) **[10]**

TOTAL SECTION A: 25

SECTION B

QUESTION 3

Study the picture below and answer the questions.



[Source: *www.livepreview.com*]

3.1 Identify the type of market from the picture. (1)

3.2 Name and explain THREE other types of markets. Do NOT mention the market from QUESTION 3.1. (3 × 2) (6)

3.3 Consumers need to make purchasing decisions in order to buy products.

Name the steps in the decision making process.
NOTE: The steps should be in correct order. (6 × 2) (12)

3.4 Name the variables in the marketing environment and indicate which variable the women from the picture falls under. (6)
[25]

QUESTION 4

Study the picture below and answer the questions.



[Source: *www. Kelloggs.com*]

4.1 4.1.1 Identify and explain the packaging strategy being used in the above picture. (3 × 2) (6)

4.1.2 Which distribution strategy would you use for the above product? Explain your answer. (2 × 2) (4)

4.2 Which need from Maslow's hierarchy is being fulfilled with the product? Explain the need. (3)

4.3 Kellogg's has chosen to target children for the above product.

Explain the factors that play a part in the choice of a target market. (6 × 2) (12)
[25]

QUESTION 5

5.1 Name and explain the categories of convenience products. (3 × 3) (9)

5.2 Describe the communication channel flow (8 × 2) (16)
[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

Copyright reserved