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 6 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. Write neatly and legibly.

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SECTION A

QUESTION 1

Define each of the following terms:

1.1 Product line

1.2 Speciality goods

1.3 Advertising

1.4 Consumer behaviour

1.5 Market segmentation

1.6 Market information system

1.7 Late majority

1.8 Product positioning

1.9 Cultural groups

1.10 Intermediaries

(10 × 2) **[20]**

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 (2.1–2.5) in the ANSWER BOOK.

2.1 Seasonal discounts are granted when buyers purchase products out of season.

2.2 With trading, you are allowed to have one participant.

2.3 Product development is not a function of marketing.

2.4 Expendable income is your salary.

2.5 Mass market handles the total market as one unit.

(5 × 1) **[5]**

TOTAL SECTION A: 25

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SECTION B

QUESTION 3

Read the case study below and answer the questions.

UNILEVER OPENS NEW AFRICA HUB IN JOHANNESBURG

Creating a Brighter Future for Africa

Johannesburg, 14 September 2017 – Unilever has set up a new Africa Hub office as the latest move in an ongoing drive to grow its business across the African continent and help create a Brighter Future for Africa with its portfolio of iconic brands. The new Africa Hub office will be based in the state-of-the-art Atholl Towers in Sandton. This is a five-star, green-rated, modern and sustainable office that will serve as a collaboration space for Unilever's Africa leadership and its partners across the continent.

'As a truly Pan-African company, we see the future of African business in collaboration breaking down boundaries and exchanges of talent,' said Bruno Witvoet, President of Unilever Africa. 'That's why we set up a new African Hub office and, as a thriving well-connected African capital, Johannesburg is the ideal location. We look forward to working from here with our partners, customers and suppliers to use our great brands to help build a brighter future for Africa.'

The new Unilever Africa Hub office will predominantly be staffed by Unilever staff with Pan-African responsibilities and act as a collaboration and co-working space that can tap into the detailed African knowledge of a company with sales in every corner of the continent of iconic foods, refreshments, personal and homecare brands, such as Knorr, Lipton, Omo, Sunlight and Pepsodent.

[Source: *www.unilever.co.za*]

3.1 Name and describe the type of brand mentioned in the above case study. (3)

3.2 List THREE benefits of the above-mentioned brand. (3 × 2) (6)

3.3 Unilever uses intensive distribution.

Explain FOUR types of distribution. (4 × 2) (8)

3.4 Describe how Unilever can use the FOUR elements of the promotional mix to promote their brand. (4 × 2) (8)

[25]

QUESTION 4

4.1 Describe the FOUR main variables of the marketing environment. (4 × 2) (8)

4.2 Identify from the scenarios below, which group of acceptors the consumers belong to.

4.2.1 Louis does not accept the Sony Xperia Z1.

4.2.2 Malcolm advises Norman to buy a car.

4.2.3 After seeing an advertisement on television, Carmen decides to buy Nivea lotion.

4.2.4 A salesman persuades Dr Harry to trade in his Mercedes for a new model.

4.2.5 After the launch of the new Xbox 2, Blake decides to be the first one to buy it.

4.2.6 Reagan just bought himself the Nokia 3310 model of 1998.

(6 × 2) (12)

4.3 List any FIVE trading conditions. (5 × 1) (5)

[25]

QUESTION 5

5.1 Complete the steps in the segmentation process. Write the answer next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

Step 1 Identify and describe the market

Step 2 **5.1.1**

Step 3 **5.1.2**

Step 4 Identify the principles of market segmentation

Step 5 Evaluate potential segments

Step 6 **5.1.3**

Step 7 **5.1.4**

Step 8 **5.1.5**

Step 9 Finalise the marketing strategy

Step10 Monitor the marketing strategy

(5 × 1) (5)

5.2 List and explain the NINE functions of marketing. (9 × 2) (18)

5.3 Give TWO examples of safety and security needs. (2 × 1) (2)

[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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