higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

INTRODUCTORY MARKETING N4

(4030044)

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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. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 Management is a factor of production.

1.2 Wages is an example of total fixed cost.

1.3 A product item is a single nondurable item.

1.4 Personal contact is a research contact method.

1.5 The purpose of sales orientation is to get rid of unwanted merchandise.

1.6 Trading between parties can take place anywhere.

1.7 Another name for mass market is market aggregation.

1.8 The four Ps consist of product, price, perception and place.

1.9 The promotional phase is a phase of the product life cycle.

1.10 A detached personality can be described as a person being a socialite.

(10 × 1) **[10]**

QUESTION 2

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Product with an image of exclusivity	A	storage
2.2	Item bought on a regular basis	B	sales
2.3	Factor that influences the stages of the product life cycle	C	impulsive product
2.4	Plays an important role in the distribution channel	D	staple product
2.5	Protecting the product	E	speciality product
2.6	Number of different retailers situated in the same building	F	technological developments
2.7	Products bought without planning	G	intermediaries
2.8	Intermediaries that assist with negotiations	H	brokers
2.9	Individuals thinking of themselves as nice-looking	I	shopping centre
2.10	Two parties negotiating with each other	J	upper class

(10 × 1) **[10]**

QUESTION 3

Give ONE term for each of the following descriptions by writing it next to the question number (3.1–3.5) in the ANSWER BOOK.

3.1 Handling the market as a single unit

3.2 Sceptical people who only accept a new product if their circumstances force them to use it

3.3 A purchasing decision when a customer buys products without purposefully thinking about it

3.4 The process through which consumers go when obtaining products as well as decision making

3.5 Shows information about the target market that a business needs

(5 × 1) **[5]**

TOTAL SECTION A: 25

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SECTION B

QUESTION 4

Read the scenario below and answer the questions.

CRISTIANO RONALDO LAUNCHES UNDERWEAR RANGE EXCLUSIVE TO EDGARS

Edgars, South Africa's leading fashion retailer, is launching an exclusive range of men's underwear designed by football legend, and arguably Real Madrid's most famous player, Cristiano Ronaldo, in close cooperation with New York-based designer Richard Chai. Everything from the making of the various styles, the colours and the fabric has been taken into consideration by the football player and designer. All designs are produced in high quality by Danish JBS Textile Group – a family-owned company that has existed since 1939 and Scandinavia's leading underwear and socks manufacturer.

The CR7 Underwear Collection will be exclusive to Edgars Department Stores in South Africa. The range will be available at the following Edgars outlets: Sandton, Eastgate, Canal Walk and Gateway from November 2013.

The CR7 Collection offers three lines. The fashion underwear line includes three styles consisting of briefs from R249 and boxers in four different sizes in a wide range of colours and patterns – all at R299. The basic underwear line, on the other hand, comes in a three-pack of three styles including briefs and boxers in five different sizes and in basic colours for the man who likes a simple, modern look. The three-pack comes in at an affordable R499.

A native New Yorker, Chai has worked with powerful fashion brands such as Lanvin, Donna Karan and Marc Jacobs' men's and women's collections throughout his very successful career. He has also developed his own Richard Chai Collection. Through his experiences at some of the world's most influential fashion houses, Chai developed a keen eye for detail, a reverence for architectural design elements and strong belief in the importance and value of the construction of clothes. This experience has culminated in the CR7 Underwear Collection – a range of underwear which ensures a perfect fit and a modern look.

'Not only is it a great honour for Edgars to be exclusively associated with such a powerful brand, but we're also delighted to be offering the CR7 range in our stores,' reports Edcon CEO Jürgen Schreiber. 'We are constantly looking to offer our customers a wider range of high-quality international fashion brands and this range complements our offering perfectly.'

[Adapted from: *www.edcon.co.za*]

4.1	Identify and explain the type of market that Edgars belongs to.	(2 + 2)	(4)
4.2	Identify and explain which type of retailer Edgars is.	(2 + 2)	(4)
4.3	Give THREE reasons why selective distribution is important.	(3 × 2)	(6)

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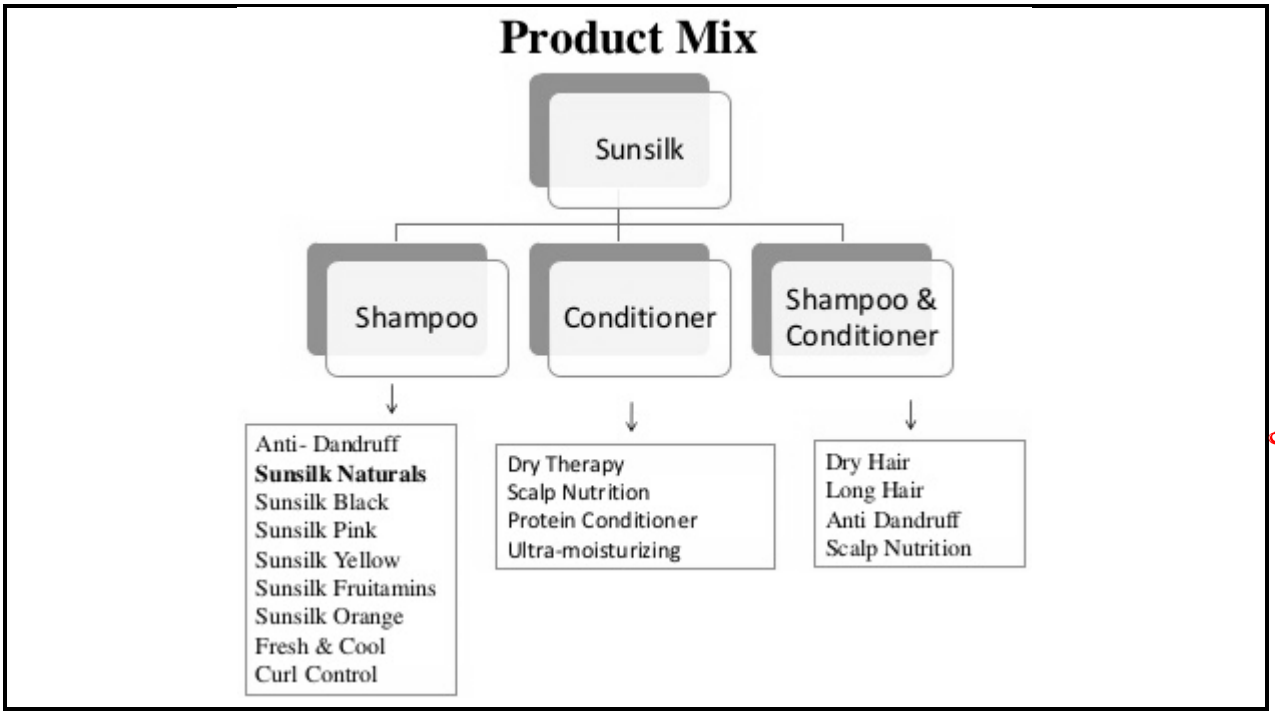
4.4 Identify the reference group that Cristiano Ronaldo belongs to. (2)

4.5 Which need in Maslow's hierarchy does the new CR7 collection fulfil? Substantiate the answer. (2 + 2) (4)

4.6 List FIVE socially responsible actions that Edgars can take. (5)
[25]

QUESTION 5

Study the diagram below and answer the questions.



[Source: *www.marketing91.com*]

5.1 Identify the following from the diagram:

5.1.1 Trade name (1)

5.1.2 TWO product lines (2)

5.1.3 ONE product item (1)

5.2 State THREE benefits of market segmentation. (3 × 2) (6)

5.3 Give TWO principles that Sunsilk used to segment the total market. (2)

5.4 List THREE roles of marketing research. (3)

5.5 Explain FIVE factors of product development. (5 × 2) (10)
[25]

QUESTION 6

6.1 Explain each of the following functions of marketing:

6.1.1 Transport

6.1.2 Running a risk

6.1.3 Grading and standardisation

6.1.4 Re-assortment

(4 × 2) (8)

6.2 List FOUR main variables that function in the marketing environment. (4)

6.3 Give FIVE reasons why quantity discount is important. (5)

6.4 Explain the FOUR marketing-management philosophies. (4 × 2) (8)
[25]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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