



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MARKETING MANAGEMENT N4

(4030054)

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This question paper consists of 9 pages.


DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
MARKETING MANAGEMENT N4
TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. SECTION A is COMPULSORY and must be answered by all candidates.
 2. Answer any THREE questions in SECTION B.
 3. Read all the questions carefully.
 4. Number the answers according to the numbering system used in this question paper.
 5. Write neatly and legibly.
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SECTION A (COMPULSORY)**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 An exchange process takes place when people trade goods for goods they need. 
- 1.2 The organisational objective is essentially sustainability.
- 1.3 The marketing concept is part of the marketing orientation phase.
- 1.4 The price of a product is mainly determined by the demand for the product.
- 1.5 Marketing usually ends with the final supply of products to the consumer.
- 1.6 Finance is the backbone of any organisation.
- 1.7 Management has some control over variables in the macro-environment.
- 1.8 A general increase in the price of products is known as a recession.
- 1.9 People who tend to move away from others have an aggressive personality.
- 1.10 Psychographics is an analytical technique used to examine consumer attitudes.






(10 × 1)


[10]**QUESTION 2**

Various options are given as a possible answer to the following questions. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.15) in the ANSWER BOOK.

- 2.1 ... occurs when various organisational departments rely on teamwork to accomplish common objectives.
- A Strategic marketing
 B Objective orientation
 C Integrated marketing
 D Marketing orientation
- 2.2 After-sales service is part of the ... strategy of a business.
- A promotion 
 B product
 C distribution
 D A and C above

- 2.3 ... occur(s) when products are transferred from one person to another.
-  A Sales
B Risks
C Distribution
D Marketing
- 2.4 The company can react successfully to ... with the necessary resources.
- A threats
B opportunities
C customer loyalty
D A and B above
- 2.5 The ... environment is found directly outside the company.
- A micro-
B market
C macro-
D economic
- 2.6 Objectives of the business are a variable found in its ... marketing environment. 
- A micro-
B market
C macro-
D dynamic
- 2.7 ... help to bridge the gap between manufacturers and consumers.
- A Competitors
B Suppliers
C Clients
D Agents
- 2.8 Everyone needs salt and it is therefore an example of ... segmentation.
- A differentiated
B undifferentiated
C concentrated
D heterogeneous
- 2.9 Choosing specific target market(s) follows directly after ... in the segmentation process. 
- A analysing potential markets
B analysing the competitive advantage
C evaluating potential segments
D identifying the abilities of the company

2.10 Market segmentation helps to develop ...

- A target markets.
- B markets.
- C separate marketing mixes.
- D profitability. 

2.11 The purpose of ... is to identify a gap in the market where the product can be placed.

- A positioning
- B product differentiation
- C marketing
- D marketing information systems

2.12 ... is an advantage of standardisation.

- A Stabilising of the product demand
- B Elimination of risks
- C Protecting the organisation
- D Improving the quality of products

2.13 Which ONE of the following is NOT a function of marketing?




- A Product development
- B Production
- C Market research
- D Prospecting

2.14 ... orientation is considered the core concept of the marketing concept.

- A Consumer
- B Social
- C Profit
- D Strategic


2.15 Studying deviations is a key responsibility of ...

- A co-ordination.
- B control. 
- C leading.
- D organising.

(15 x2) [30]

QUESTION 3

Complete the following sentences by writing down the missing word or words next to the question number (3.1–3.5) in the ANSWER BOOK.

- 3.1 ... organisations essentially strive for a better image in the community.
- 3.2 ... orientated organisations focus on long-term relationships with customers.
- 3.3 Selective ... occurs when consumers listen and only respond to stimuli which interest them. 
- 3.4 ... is learned and provides order to a community through common expectations.
- 3.5 ... decision making takes place when a husband or wife buys products without the consent of the other one.

(5 × 2)

[10]**TOTAL SECTION A:****50****SECTION B**


Answer any THREE questions in this section.



QUESTION 4

Read the extract below and answer the questions.



Megaloads is a logistics company that offers distribution services to a number of small businesses in the Eastern Cape and Limpopo. The company is insured with No Risk Insurers. According to the insurance contract, Megaloads receives a no risk incentive if the fuel costs exceed R50 000 per month and they exclusively fill up at Ultra Fuel.


Management at Megaloads finds it difficult to budget for fuel because the fuel price has changed five times in the first three months of the year. During a recent strike, Ultra Fuel pumps were empty for more than a week and all Megaloads deliveries were stopped. While Ultra Fuel's pumps were dry, the competitors of the fuel supplier flourished.

- 4.1 Draw up a simple SWOT analysis for Megaloads using the information in the extract. (16)
- 4.2 Find examples from the extract of the following characteristics of the business environment: 
- 4.2.1 The business environment is not always under control.
- 4.2.2 The business environment is dynamic.



- 4.2.3 The business environment is interrelated. 
- 4.2.4 The business environment is different for businesses. (4 × 2) (8)
- 4.3 Identify FIVE external macro-environments that can affect Megaloads. (5 × 2) (10)
- 4.4 Briefly explain TWO actions in each of the following management tasks of marketing:
- 4.4.1 Planning
- 4.4.2 Organising
- 4.4.3 Leading
- 4.4.4 Co-ordinating  (4 × 4) (16)
- [50]**

AND/OR**QUESTION 5**

- 5.1 Indicate whether each of the following variables found in the marketing environment is CONTROLLABLE or NONCONTROLLABLE by writing only 'Controllable' or 'Noncontrollable' next to the question number (5.1.1–5.1.6) in the ANSWER BOOK.
- 5.1.1 Opportunities
- 5.1.2 Resources
- 5.1.3 Consumers
- 5.1.4 Promotion and distribution
- 5.1.5 Strengths 
- 5.1.6 Technology (6 × 2) (12)
- 5.2 The term *market* means different things to different people.
Name FOUR specific characteristics of markets. (4 × 2) (8)
- 5.3 Briefly explain FOUR types of reference groups likely to influence consumer behaviour.  (4 × 3) (12)
- 5.4 Name THREE methods that the marketing management can use to reduce cognitive dissonance. (3 × 2) (6)



- 5.5 An organisation carrying stock is exposed to several risks.
Name TWO examples of human risks.  (2 × 2) (4)
- 5.6 Identify FOUR promotional strategies a business can use to launch a new product. (4 × 2) (8)
[50]

AND/OR**QUESTION 6**

- 6.1 Name TWO advantages of storing. (2 × 2) (4)
- 6.2 Explain each of the following terms:
- 6.2.1 Target marketing
- 6.2.2 Positioning 
- 6.2.3 Consumerism
- 6.2.4 Benefit theory (4 × 2) (8)
- 6.3 Name THREE advantages of market segmentation. (3 × 2) (6)
- 6.4 Explain the term *social class*. (3 × 2) (6)
- 6.5 Name THREE ways in which competitors can distinguish themselves. (3 × 2) (6)
- 6.6 Identify SIX group determinants of consumer behaviour.  (6 × 2) (12)
- 6.7 Give TWO differences between a *differentiated* and an *undifferentiated market segmentation strategy*. (4 × 2) (8)
[50]

AND/OR

QUESTION 7

- 7.1 Briefly explain the FIVE groups of Maslow's division of consumer needs.  (5 × 3) (15)
- 7.2 State FIVE duties for which the marketing manager is responsible. (5 × 2) (10)
- 7.3 Briefly explain THREE types of personalities that influence consumer behaviour. (3 × 3) (9)
- 7.4 List THREE benefits the multisegmentation strategy offers the company.  (3 × 2) (6)
- 7.5 Name FIVE areas in which market research can be applied. (5 × 2) (10)
- [50]**

TOTAL SECTION B: 150
GRAND TOTAL: 200