

higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

INTRODUCTORY MARKETING N4

7 JUNE 2013

This marking guideline consists of 10 pages.

SECTION A**QUESTION 1**

- 1.1 True
- 1.2 False
- 1.3 False
- 1.4 True
- 1.5 True
- 1.6 False
- 1.7 False
- 1.8 False
- 1.9 False
- 1.10 False
- 1.11 True
- 1.12 True
- 1.13 False
- 1.14 True
- 1.15 False

(15 × 1) (15)

QUESTION 2

- 2.1 J
- 2.2 G
- 2.3 C
- 2.4 I
- 2.5 B
- 2.6 E
- 2.7 A
- 2.8 D
- 2.9 F
- 2.10 K

(10 × 1) (10)

QUESTION 3

- 3.1
- Selective exposure√-the consumer purposefully avoid exposure to certain stimuli. Only the consumer can decide when he wants to react to what
 - Selective attention-√consumers listen selectively to stimuli and only responds to that which they are interested in.
 - Selective interpretation√- the consumer doesn't always interpret the stimuli in the way that the marketer intends, sometimes he understands it wrong or reverses it
 - Selective recall√- recall only information which supports the feelings and views of the consumer

(headings√ each and any other 6) (10)

- 3.2 Organised resistance√
Application of marketing concept can be a very slow process√
Companies can forget how and why they became successful√

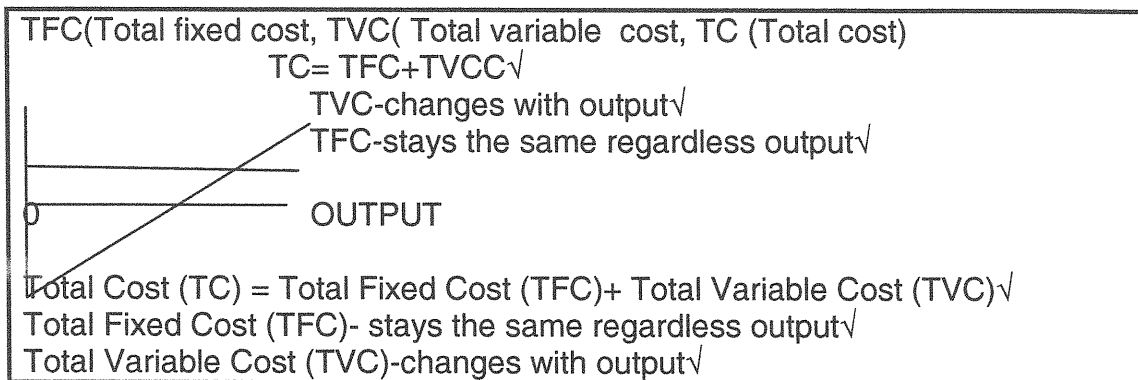
(3 × 1) (3)

- 3.3 Four principles of market segmentation✓
 It should be possible to divide the total consumer market into homogeneous groups✓
 The segments must be big enough to generate a profit✓
 The chosen segment must be accessible for marketing management✓
 It must be possible to compare the different segments✓
 (4 × 1) (4)
- 3.4
- At least two participants must be present✓
 - They must be willing to negotiate with one another✓
 - Each participant must own something which might be of value to the other✓
 - Both must be free to either accept or refuse the offer✓
 - Both must be able to execute the transaction✓
 - They must partake willingly✓
- (Any 5 × 1) (5)
- 3.5
- All the steps in the decision making process is used✓
 - Special attention is paid to the gathering of information and evaluation of alternatives before product is purchased✓
 - Takes place if durable products are bought✓
 - More expensive than convenience goods✓
 - Takes place when the need for the product is important to the consumer
 - Takes place when the risk is high✓
 - Examples: vehicles, washing machines, any examples✓
 - Brand marks not that important/it plays a minor role✓
- (Any 2 × 1)
 Any applicable example (1 × 1) (2 + 1) (3)
[25]

QUESTION 4

- 4.1
- Reseller market✓
 - Industrial market✓
 - Government market✓
 - International market
- (Any 3 × 1) (3)
- 4.2
- Individual determinants✓
 - Group determinants✓
 - Economical determinants✓
- (3 × 1) (3)
- 4.3 4.3.1
- Growth phase✓
 - Mature phase✓
 - Decline✓
- following order is important 3 × 1 (3)
- 4.3.2
- Consumer resistance✓
 - Production problems/minor product modifications✓
 - Difficulties with physical distribution✓
 - Difficulties with shelf-space✓
 - Slow growth in sales✓
 - Minor direct resistance✓
 - High production cost and limited number of models✓
 - High marketing costs✓
 - Lack of profit✓
- (Any 7 × 1) (7)

4.4



(3✓ for graph, 3 for explanation) (6)

4.5

- Sometimes conflict arises between manufacturer and intermediate✓
- The intermediate can shift to another manufacturer without the consumer being aware✓
- Dealer can earn higher profits on its own brands✓
- A dealers brand ties the customer to the dealer✓
- Dealers have no control over the intensity of distribution of manufacturer's brand✓

(Any 3 × 1) (3)
[25]**QUESTION 5**5.1 Consumer orientation✓

The existence of the company centres around the consumer and his needs✓

The consumer's needs are set above anything else✓

Survival of company is dependent on consumer✓

Consumer orientation is the first and core concept of the marketing concept

The organisation will therefore provide a product/service which will satisfy

consumer's needs in the most effective way✓

Employees must be trained to direct their actions and attitudes at the needs of the consumer✓

The consumer is KING✓

(heading✓, any other 4 facts ✓each) (5)

Community orientation ✓

The concept used is that the company not only exist for the satisfaction of consumer needs and the reaching of company's objectives, but also to promote and retain the interests of the community✓

Act responsible towards the community-by sponsoring a sport team✓✓

Act responsible towards nature-recycling, organic food, reducing pollution✓✓

Act responsible towards employees-providing bursaries to staff's children✓✓

(heading✓ any 4- if student only supplied ANY applicable example grant maximum of 2 marks for examples)

(5 × 1)

(5)

[10]

- 5.2
- Only one market presentation will be directed at the target market if the product is of a homogeneous nature✓
 - Consumers having similar preferences and reacts similarly to a marketing strategy belongs to a single target market✓
 - A differentiated product range is directed at different target markets✓
 - Product life cycle: introductory and growth phase-single target market, mature and decline phase different target markets✓
 - Marketing strategy used by competitors influences marketing strategy of business✓
 - It is possible to serve different target markets with the same product✓
 - If resources are limited - one target market will be used✓

(Any 1 × 5)

(5)

- 5.3
- Road transport✓
 - Sea transport✓
 - Air transport✓
 - Rail transport✓

(4 × 1)

(4)

- 5.4
- Any natural disaster (flood, drought, storms) (maximum ✓)
 - Pests✓
 - Demand and supply of goods/product✓
 - Human errors✓
 - Theft✓
 - Dishonesty

(Any 2 x 1) (2)

- 5.5
- Homogeneous
- Products with more or less similar attributes✓
 - Price plus an important role✓
 - Examples: stoves, washing machines✓
- Heterogeneous
- Grant status to consumer✓
 - Bought for special occasions✓
 - Not a standardised product✓
 - Example: wedding dress, jewellery✓

(Any applicable example of each type of product and explanation of each product 1 each 2 x 2 each (explanation✓ + example✓) (2 x 2)

(4)
[25]

QUESTION 6

- 6.1.1 Resellers' brand
- Manufacturer's name remains unknown
 - It is most often used today
 - The dealer's name appears on the product
 - Example: no-name brands, any applicable example
- Producer brand
- Also called national brand
 - Producer's name appears on product
 - Example: Defy, Kellogg's
- (Any 2 × 2) (4)
- 6.1.2 The total product range is marketed under the same brand
- If quality is virtually similar
 - If the same distribution channels are used
 - If similar marketing communication methods are used
 - If the product range is narrowly related
- (Any 3 × 1=3 + 1 explanation) (4)
- 6.2 6.2.1 • Speciality packaging
- Re-usable packaging
- Multiple packaging
- Kaleidoscopic packaging (4)
- 6.2.2 • An image of exclusivity and distinctiveness is granted to the product
- Example: jewellery
- Container designed in such a way that it can be used again after finishing the contents
- Objective -motivate buyers to decide and act
- Will improve repetitive sales

- Examples: margarine-,ice cream containers
- Products with a high relationship are packed together
- It is also used when new products are introduced
- Example cream and deodorant
- The layout on the packaging constantly changes
- Example: coca-cola tins, Smarties

(✓description or example- 4 × 1) (4)

6.3 6.3.1 Definition: determining/acceptance of standards by a group of companies or by certain authorities for the specific dimensions or norms by which goods are to be manufactured or judged.✓✓ (2)

- 6.3.2
- It is safe for the consumer to use the product✓
 - Eliminates risks✓
 - Causes a decrease in production-and financing costs✓
 - Cause a reduction in marketing costs✓

(4 × 1) (4)

6.4 6.4.1 insurance✓
6.4.2 transport✓
6.4.3 demand✓

(3 × 1) (3)
[25]