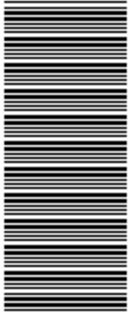


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N830(E)(J3)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

INTRODUCTORY MARKETING N4

(4030044)

3 June 2016 (X-Paper)
09:00–11:00

This question paper consists of 6 pages.

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.
-

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.

geographic location; emergency products; homogeneous products;
individual brand; introductory phase; publicity; heterogeneous products;
staple products; production orientation; discount stores; factory stores;
national; tracing; storage; experimenting; sales; elastic; inelastic;
upper class; adult phase

- 1.1 Focus more on the internal abilities of the company rather than the needs of the customer
- 1.2 Prospecting the customer
- 1.3 Trading between parties
- 1.4 To stabilise demand
- 1.5 Coffee is an example of this type of product
- 1.6 These products grant status to the buyers
- 1.7 During this phase of the product life cycle, the company experiences high marketing expenses
- 1.8 A company using different brand names for different products
- 1.9 An increase or decrease in price will not significantly affect demand for the product
- 1.10 Stores with reasonably low overhead costs and low prices
- 1.11 Individuals who seem to think of themselves as nice looking
- 1.12 Where the customer stays
- 1.13 Another name for a manufacturer brand
- 1.14 To boost the image of the company
- 1.15 An example of data collecting

(15 x 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 Another name for production orientation is mass production.
- 2.2 Convenience products can be divided into four different product groups.
- 2.3 During the adult phase, managers need to make critical decisions.
- 2.4 Noncumulative quantity discount focuses more on customer loyalty.
- 2.5 Business-to-business marketing is also known as the re-seller market.
- 2.6 Early acceptors are respected people who get targeted by salespeople.
- 2.7 A benefit of market aggregation is that it ensures larger customer satisfaction.
- 2.8 The market environment consists of five variables.
- 2.9 One of the benefits of seasonal discounts is that it improves cash flow.
- 2.10 One of the characteristics of the maturity phase is that there is a reduction in marketing costs.

(10 x 1)

[10]**TOTAL SECTION A:****25**

SECTION B**QUESTION 3**

Read the case study below and answer the questions.

Harry Davids is the owner of Le Roux Shoes. He employed five people on a permanent basis and pays them a salary of R2 000 per month. His material expenses for the month were R800, electricity was R1 200 and packaging amounted to R800. Harry targets the middle income group and uses few selected retailers.

- 3.1 Calculate the following:
- | | | | |
|-------|---------------|---------|-----|
| 3.1.1 | Fixed cost | (3 x 1) | (3) |
| 3.1.2 | Variable cost | (3 x 1) | (3) |
| 3.1.3 | Total cost | (4 x 1) | (4) |
- 3.2 Define the term *middle class*. (3 x 1) (3)
- 3.3 3.3.1 Name the intensity of distribution being used from the case study. (1 x 2) (2)
- 3.3.2 Discuss the intensity of distribution from QUESTION 3.3.1 (5 x 2) (10)
- [25]**

QUESTION 4

- 4.1 What does the acronym MIS stand for? (1 x 1) (1)
- 4.2 Which products would you associate with the following purchasing decisions:
- | | | | |
|-------|--------------------|---------|-----|
| 4.2.1 | Routine decisions | | |
| 4.2.2 | Expanded decisions | | |
| 4.2.3 | Limited decisions | (3 x 2) | (6) |
- 4.3 Name ways on how to collect primary data and give a practical example of each one. (4 x 2) (8)
- 4.4 State the marketing segmentation steps in the correct order. (10 x 1) (10)
- [25]**

QUESTION 5

Study the advertisement below and answer the questions.



[Source: www.foodstuffs.co.za]

- | | | | |
|-----|--|---------|-------------|
| 5.1 | Is the product being advertised durable or non-durable? Motivate your answer | (3 x 1) | (3) |
| 5.2 | 5.2.1 Name the brand being advertised. | | (1) |
| | 5.2.2 (a) What type of brand is the above? | (1 x 2) | (2) |
| | (b) Explain the type of brand. | (3 x 1) | (3) |
| | (c) Give THREE benefits of the brand. | (3 x 2) | (6) |
| 5.3 | Give FIVE reasons why promotional methods are used. | (5 x 1) | (5) |
| 5.4 | Explain the importance of packaging. | (5 x 1) | (5) |
| | | | [25] |
| | TOTAL SECTION B: | | 75 |
| | GRAND TOTAL: | | 100 |