



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE INTRODUCTORY MARKETING N4

7 JUNE 2018

This marking guideline consists of 4 pages.

SECTION A**QUESTION 1**

- 1.1 J
- 1.2 C
- 1.3 N
- 1.4 A
- 1.5 O
- 1.6 F
- 1.7 B
- 1.8 L
- 1.9 M
- 1.10 H
- 1.11 D
- 1.12 G
- 1.13 E
- 1.14 I
- 1.15 K

(15 × 1) [15]

QUESTION 2

- 2.1 True
- 2.2 False
- 2.3 False
- 2.4 True
- 2.5 True
- 2.6 True
- 2.7 True
- 2.8 False
- 2.9 False
- 2.10 True

(10 × 1) [10]

TOTAL SECTION A : 25

SECTION B**QUESTION 3**

- 3.1 Family Brand (1)
- 3.2 The quality is virtually similar
The same distribution channels are used
Similar marketing communication methods are used
The product range is narrowly related (4 × 2) (8)

- 3.3 Mainly used for shopping products
 Sometimes used for speciality goods
 A choice made between different possible middlemen
 Few retail points exist per geographic area
 Fewer middlemen are used (Any 4 × 2) (8)
- 3.4 Advertising – advertise in catalogues or beauty magazines
 Personal selling – let a sales representative demonstrate the product for the customer
 Publicity – sponsor a beauty contest
 Sales promotion – buy 125 ml beauty cream and get the 50 ml for free
 (Any 4 × 2) (8)
- [25]**

QUESTION 4

- 4.1 4.1.1 Should be possible to divide the total consumer market into homogeneous groups that has similar needs, preferences and demands
 The specific segment should be large enough for the company to generate a profit
 The involved segment which is chosen should be accessible for marketing management
 It must be possible to compare the various segments to determine whether they are similar to cost, sales and the possibility of profit
 (4 × 2) (8)
- 4.1.2 Profitable opportunities can be identified
 Directives are presented by market segmentation for the development of separate marketing strategies for different segments
 Can ensure larger consumer satisfaction (3 × 2) (6)
- 4.1.3 Development of new models, high costs will arise
 Only limited market coverage is gained
 The increase of models because of too high degree of differentiation can lead to cannibalism (3 × 2) (6)
- 4.1.4 Geographic
 Demographics
 Psychographics
 Behaviour
 Marketing decisions (5 × 1) (5)
- [25]**

QUESTION 5

5.1	5.1.1	The supplier (franchiser) gives the wholesaler/retailer/entrepreneur (franchisee) the exclusive right to market his product or service in a specific geographic market.		(2)
	5.1.2	Act as independent businessperson Management support Cheaper purchase Training Brand with positive image Gaining of exclusive sales rights	(6 × 1)	(6)
	5.1.3	Between producer and retailer Between producer and wholesaler Between original service providers and retailers Between a wholesaler and a retailer	(4 × 1)	(4)
5.2		Newly wed phase Phase of family growth Maturity phase Post-parental phase Sole survivor	(5 × 1)	(5)
5.3		Discover✓ – get more info concerning certain opportunities and problems✓ Descriptive✓ – descriptive info describing an opportunity, threat or specific situation✓ Determine cause✓ – describe certain causes of certain factors which have taken place✓ Predictive✓ – predict results which might influence the company✓	(4 × 2)	(8)
				[25]

TOTAL SECTION B : 75
GRAND TOTAL : 100