

**PART A – 30 MARKS**  
**MULTIPLE-CHOICE QUESTIONS**  
**ANSWER ALL QUESTIONS**

- **ANSWER PART A (MULTIPLE-CHOICE QUESTIONS) ON THE MULTIPLE-CHOICE ANSWER SHEET ON THE LAST PAGE OF THE ASSESSMENT SCRIPT (ANSWER BOOK). IGNORE E IF YOUR MULTIPLE-CHOICE QUESTIONS ONLY COMPRISE OF A, B, C AND D**
- **MARK YOUR ANSWER WITH A CROSS (X) IN THE BLOCK**
- **NO MARK WILL BE GIVEN IF MORE THAN ONE ANSWER HAS BEEN WER HAS BEEN CROSSED**

1. Which of the following statements is correct?
  - A. Marketing is the term used to refer only to the sales function within a firm
  - B. Marketing managers usually don't get involved in production or distribution decisions
  - C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
  - D. The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit
  
2. Which of the following is **NOT** an indicator of customer value?
  - A. Quality
  - B. Service
  - C. Personal relationships
  - D. Budget
  
3. \_\_\_\_\_ is the process of evaluating customer characteristics, needs and purchase processes in order to create and satisfy demand
  - A. People planning
  - B. Price planning
  - C. Customer analysis
  - D. Product planning
  
4. Which of the following customer mindsets is **NOT** considered when focusing on getting new customers?
  - A. Awareness
  - B. Referrals
  - C. Interest
  - D. Consideration
  
5. Which if the following is **NOT** a part of the micro marketing environment?
  - A. Company
  - B. Publics
  - C. Technology
  - D. Intermediaries

6. Only one of the following is a consideration when determining the bargaining power of suppliers
  - A. Difference between competitors
  - B. Size of order
  - C. Economies of scale
  - D. Uniqueness of product
  
7. Which one of the statements below is **NOT** an advantage of traditional marketing over digital marketing?
  - A. Long standing initiatives that the public already understands
  - B. Proven technique with high success rate
  - C. Unprecedented audience reach
  - D. Measurable success metrics
  
8. Which one does **NOT** apply? Using events as a marketing channel gives potential customers a unique, first-hand interaction with the company and a true sense of the company's \_\_\_\_\_
  - A. Focus
  - B. Profits
  - C. Perspective
  - D. Personality
  
9. The model of consumer behaviour is a framework for explaining why and how customers make \_\_\_\_\_
  - A. Purchasing decisions
  - B. Product decisions
  - C. Preference decisions
  - D. Referral decisions
  
10. Which one of the following is **NOT** a consideration of the consumer behaviour model?
  - A. Social
  - B. Cultural
  - C. Environmental
  - D. None of the above
  
11. Which is the correct order of Maslows hierarchy of needs?
  - A. Psychological – Safety – Belonging – Esteem – Self actualization
  - B. Psychological – Safety – Esteem – Belonging – Self actualization
  - C. Self actualization – Esteem - Belonging – Safety – Self actualization
  - D. Self actualization – Esteem - Safety – Belonging – Self actualization
  
12. After the consumer has purchased a product, they will evaluate it against the expectations set when doing initial research to decide which product to purchase.
  - A. Search for information
  - B. Evaluation of alternatives
  - C. Purchase decision
  - D. Post-purchase evaluation

13. Which of the following is **NOT** a suitable brand positioning strategy for a local tuktuk business providing transportation to students around a university?
- A. Benefit
  - B. Price
  - C. Prestige
  - D. Attribute
14. The pricing method that a marketer opts to use is determined by the
- A. Pricing objective
  - B. Demand
  - C. Costs
  - D. All the above
15. What pricing tactic does Bolt transport service use?
- A. Psychological
  - B. Skimming
  - C. Penetration
  - D. Competitive
16. The Segmentation, Targeting and Positioning (STP) model helps you \_\_\_\_\_ a product or service to target different groups of customers more efficiently.
- A. Position
  - B. Target
  - C. Segment
  - D. Identify
17. Consumer and industrial goods can be differentiated on the all the following categories **except**
- A. Target
  - B. Demand
  - C. Product life
  - D. Production cost
18. \_\_\_\_\_ is used to communicate value and why the business matters so as to clearly position itself in the minds of consumers
- A. Branding
  - B. Marketing
  - C. Sales
  - D. Strategy
19. A marketing information system is a system used for all the following activities to help marketers make better decisions **EXCEPT ONE**.
- A. Gathering information
  - B. Aanalyzing information
  - C. Distributing information
  - D. All the above

20. \_\_\_\_\_ is the most advantageous direction to take to gain advantage and add value based on the context you are operating in.
- A. Objective
  - B. Strategy
  - C. Tactic
  - D. Plan
21. Transporting and storing goods is part of which of the following marketing channel functions?
- A. Inventory Channel
  - B. Direct Marketing Channel
  - C. Physical Distribution Channel
  - D. Warehousing Channel
22. Which of the following is NOT a type of distribution strategy?
- A. Mass
  - B. Direct
  - C. Selective
  - D. Exclusive
23. Which of the following is **NOT** a functionality of a Transport Management System?
- A. Manufacturing
  - B. Freight
  - C. Finance
  - D. None of the above
24. Which if the following is **NOT** true about business-to-business
- A. Small and focused market
  - B. Complex and longer buying process
  - C. Educational element to promotion
  - D. Emotional consideration affect buying behaviour
25. Which of the following statements is **INCORRECT**?
- A. False advertising - misrepresenting the value, uses, or outcomes of a product, utilising inaccurate information in its content to gain buyers' interest
  - B. Selective marketing - advertising in such a way as to highlight the negative aspects of a competitor
  - C. Unethical data collection - Data collection must be conducted ethically
  - D. Stereotyping - As buyers increasingly respond to tailored communications, appreciating inclusive representations in your marketing will indicate your brand's acceptance of their unique differences
26. An integrated approach to communication will help you control all of the following except
- A. Control brand information
  - B. Influence brand experience
  - C. Predict return on investment
  - D. Create brand associations

27. Which of the following is **NOT** true about international marketing
- A. Offers a large opportunity for growth
  - B. Requires comprehensive research
  - C. There is low government interference
  - D. There is a high variation in customer preferences
28. Which of the following is **NOT** a benefit of international marketing to businesses?
- A. Market expansion
  - B. Cost advantage from economies of scale
  - C. Competition through differentiation
  - D. Access to unavailable products locally
29. \_\_\_\_\_ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.
- A. The promotion mix
  - B. Integrated international affairs
  - C. Integrated marketing communications
  - D. Integrated demand characteristics
30. The term marketing refers to:
- A. New product concepts and improvements
  - B. Advertising and promotion activities
  - C. A philosophy that stresses customer value and satisfaction
  - D. Planning sales campaigns

## PART B – 70 MARKS

### NARRATIVE AND DESCRIPTIVE QUESTIONS

#### ANSWER ALL QUESTIONS

#### **QUESTION 1**

**[15 MARKS]**

1.1 **Explain** what a marketing orientation is.

[2 marks]

1.2 Answer **TRUE or FALSE** for the statements below orientations.

[10 marks]

- a) Product orientation focuses on creating quality products that generate demand
- b) Gillette razors uses a selling orientation
- c) Marketing orientation focuses on responding to customer needs and wants
- d) Amazon uses a production orientation
- e) Production orientation focuses on production processes that allow for the mass production of inexpensive products
- f) Fast-food chains like McDonalds use a production orientation
- g) Product orientation focuses on promotion and selling of products
- h) CocaCola uses a selling orientation
- i) Societal marketing orientation focuses on fulfilling social responsibilities for a sustainable future in the long term
- j) The Body Shop skin care company uses a societal marketing orientation

#### **Scenario**

You decide to start a tuktuk transport business for students living in a 5km radius around UJ. Answer question 1, 2 and 3 in relation to the context given above.

1.3 What is the best marketing orientation to use for your tuktuk business and give a clear **justification** for your choice

[3 marks]

#### **QUESTION 2**

**[15 MARKS]**

You have decided to create a digital marketing strategy for your UJ tuktuk business.

2.1 **Define** what a strategy is.

[2 marks]

2.2 **Propose** a clear goal for your digital marketing strategy and **recommend with justification** 6 DIGITAL channels that you can use in your marketing

[13 marks]

#### **QUESTION 3**

**[20 MARKS]**

**Define and explain with examples** the STP process for your UJ tuktuk business.

#### **QUESTION 4**

**[20 MARKS]**

4.1 **Explain** what an integrated marketing communication plan is.

[2 marks]

4.2 **Discuss with examples**, the ethical issues you need to avoid in your marketing communication.

[18 marks]

END OF PAPER