

**MNM1503**

( 474591)

October/November 2014

**INTRODUCTION TO MARKETING**

Duration 2 Hours

70 Marks

EXAMINERS  
FIRST  
SECONDMS MS MTJEKLO  
MS LE FOURIE**Closed book examination.**

This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue.

This paper consists of seventeen (17) pages and instructions for completing a mark-reading sheet.

This is a **closed-book examination**. During the examination sessions you may not consult notes of any kind or consult with any person except the invigilator.

**Please complete the attendance register on the back page, tear off and hand to the invigilator.**

This paper consists of one (1) section. Section A is compulsory and should be answered on the mark-reading sheet provided. Answer all the questions.

This paper counts a total of 70 marks. The marks obtained (out of 70) will be converted to a percentage (out of 100).

**PLEASE NOTE:****HAND IN THE MARK-READING SHEET.****INSTRUCTIONS TO CANDIDATES**

- 1 Read the questions carefully before answering

**[TURN OVER]**

**QUESTION 1**

. orientation indicates that all actions should be aimed at satisfying the needs and wants of the target market

1. Customer
2. Systems
3. Profit
4. Organisational

(1)

**QUESTION 2**

. refers to all the activities that relate to people giving something up in order to receive something they would rather have.

1. Consumption
2. Budgeting
3. Exchange
4. Satisfaction

(1)

**QUESTION 3**

Gaps in the marketing process can be described as core marketing aspects Which **ONE** of the following may be referred to as one of the core marketing aspects?

1. Exchange and marketing
2. Value satisfaction and quality
3. Promotion and production
4. Financial stability

(1)

**QUESTION 4**

Once a consumer has paid for a new product, the . gap is bridged.

1. space
2. time
3. ownership
4. value

(1)

**QUESTION 5**

. are agents who do not take title of products they sell. They provide services to facilitate the selling process

1. Middlemen
2. Auxiliary enterprises
3. Sales representatives
4. Sales intermediaries

(1)

[TURN OVER]

**QUESTION 6**

For consumers to be able to buy or use the product, they need to know about it. This is an example of the \_\_\_\_\_ gap.

1. space
2. information
3. value
4. ownership

(1)

**QUESTION 7**

\_\_\_\_\_ provide support services to facilitate the selling process and are not directly involved in the transfer of title

1. Auxiliary enterprises
2. Sales intermediaries
3. Middlemen
4. Wholesalers

(1)

**QUESTION 8**

Marketing \_\_\_\_\_ can be defined as those that are used to transfer the market offering to the buyer, and falls under the three categories, namely: primary, auxiliary and exchange

1. orientations
2. activities
3. environments
4. concepts

(1)

**QUESTION 9**

Which **ONE** of the following is **NOT** a component of attitude?

1. cognitive
2. affective
3. behavioural
4. stimulus

(1)

**QUESTION 10**

A managerial philosophy where an organisation should focus on meeting the needs of customers, ensure that all departments and people in the organisation are focused on satisfying customers and in the process make a profit is the definition of the \_\_\_\_\_.

- 1 marketing concept
- 2 product concept.
- 3 consumer decision-making process
- 4 marketing research process

(1)

**QUESTION 11**

There are three management tasks in the field of marketing management. In the tasks listed below, which **ONE** is excluded in the three management tasks?

- 1 Planning
2. Implementation
- 3 Control
- 4 Analysis

(1)

**QUESTION 12**

\_\_\_\_\_ entails examining and choosing between various ways of using marketing opportunities, countering marketing threats and achieving marketing objectives

- 1 Controlling
2. Evaluating
- 3 Planning
4. Implementing

(1)

**QUESTION 13**

Is the following statement true or false?

Adaptive planning is an iterative process framework for organising numerous information flows, analyses, issues and opinions that leads to joint strategic decisions

- 1 True
- 2 False

(1)

[TURN OVER]

**QUESTION 14**

Which **ONE** of the following is **NOT** regarded as one of the components of the marketing environment?

1. Micro
2. Macro
3. Business
4. Market

(1)

**QUESTION 15**

The \_\_\_\_\_environment consists of those elements that the organisation has direct control or influence over

- 1 macro
2. micro
- 3 market
- 4 business

(1)

**QUESTION 16**

In the micro-environment, the following variables fall under the strategic direction category

- 1 scope, goals and objectives.
2. sales, profit and customer relationships.
- 3 marketing budget, skills and abilities
4. competition, marketing channels and goals

(1)

**QUESTION 17**

The \_\_\_\_\_ define/s the fundamental, unique purpose of a business and identifies its customers and products or services. It is also considered as a declaration of an organisation's reason of existence

- 1 goals
- 2 objectives
3. vision
- 4 mission

(1)

**QUESTION 18**

There are certain guidelines that need to be followed when an organisation sets its goals and objectives. Therefore, objectives should be

1. profit-oriented, intricate and manageable.
2. simple, measurable and realistic.
3. transparent, simple and infinite.
- 4 simple, profit-oriented and exclusive.

(1)

**[TURN OVER]**

**QUESTION 19**

Which **ONE** of the following are areas in which an organisation will set its business or long-term objectives?

1. Market standing, productivity, profitability and innovation
2. Customer orientation, profit, survival and growth
3. Increase in the sales and market share and efficiency motive
4. Marketing instrument objectives and increase in the sales and market share

(1)

**QUESTION 20**

Which **ONE** of the following is an area in which an organisation will set its functional or short-term objectives?

- 1 Innovation
- 2 Productivity
- 3 Efficiency motive
- 4 Financial resources

(1)

**QUESTION 21**

The four marketing instruments that are also known as the 4P's of marketing mix are. . .

- 1 product, place, promotion and profit.
- 2 price, product, place and promotion.
- 3 product, place, profit and price.
- 4 profit, place, price and promotion

(1)

**QUESTION 22**

Which **ONE** of the following is **NOT** a variable to consider in marketing management?

1. Sales
2. Profit
3. Customer relationships
4. Human resources

(1)

**QUESTION 23**

The \_\_\_\_\_ environment refers to those variables that may be influenced by the organisation but which cannot be directly controlled by the organisation

- 1 micro
- 2 market
3. macro
- 4 business

(1)

[TURN OVER]

**QUESTION 24**

. . . are the reason a business exists and it is the organisation's responsibility to ensure that their needs and wants are satisfied and that they produce products that will be offered to them with the purpose of making a profit.

- 1 Retailers
- 2 Wholesalers
- 3 Consumers
- 4 Producers

(1)

**QUESTION 25**

The market where individuals and households buy goods and services for personal consumption is called the . market.

- 1 international
2. reseller
3. consumer
- 4 industrial

(1)

**QUESTION 26**

markets are made up of organisations that buy goods and services for further processing or for use in their manufacturing process.

1. Consumer
2. Industrial
3. Reseller
4. Government

(1)

**QUESTION 27**

In the business world, it is normal for organisations in the same industry to be competitors Which **ONE** of the following is regarded as an example of two organisations selling the same product, in the same industry?

- 1 Foschini and Edgars
2. CTM and Truworhs
3. Bradlows and Spar
4. Shoprite and Coca-Cola

(1)

**[TURN OVER]**

**QUESTION 28**

Which option **BEST** describes the characteristics of a monopolistic competition market structure?

- 1 one competitor; almost no product substitutes
2. few competitors; homogeneous or differentiated products
- 3 unlimited competitors, homogeneous product
- 4 many competitors, product differentiation with many substitutes

(1)

**QUESTION 29**

Which **ONE** of the following may be regarded as an example of oligopoly?

- 1 Farmers' markets
- 2 Telkom and Eskom
3. Mercedes Benz and BMW
4. Computer companies

(1)

**QUESTION 30**

The . . . environment refers to those factors or variables in the environment over which the individual business has no control. These factors influence the business and need to be constantly monitored as they change continuously.

- 1 micro
- 2 macro
- 3 market
- 4 competitive

(1)

**QUESTION 31**

Which **ONE** of the following may **NOT** be regarded as one of the components of the economic environment?

- 1 Inflation
- 2 Interest rates
3. Unemployment
- 4 Product development

(1)

[TURN OVER]



**QUESTION 32**

A SWOT analysis is a useful instrument for helping managers to identify the strengths, weaknesses, opportunities and threats of a business. Which of the following are regarded as internal factors?

1. opportunities and weaknesses
2. strengths and weaknesses
3. strengths and threats
4. opportunities and threats

(1)

**QUESTION 33**

An/a . . . is a resource, skill or other advantage relative to competitors and the needs of the market which the business serves or expects to serve. It is also a distinctive competence that gives the business a competitive advantage in the marketplace.

1. opportunity
2. threat
3. strength
4. weakness

(1)

**QUESTION 34**

. . . is the decision-making process used in selecting, evaluating, using and disposing of products and services.

1. Consumer behaviour
2. Marketing management
3. Procurement management
4. Marketing information systems

(1)

**QUESTION 35**

Maslow's hierarchy of needs classifies needs according to their importance to human beings. Maslow describes . . . needs as the most basic needs such as water, food and sleep.

1. safety and security
2. belongingness
3. physiological
4. esteem

(1)

[TURN OVER]

**QUESTION 36**

Which **ONE** of the following best describes belongingness or social needs in Maslow's hierarchy of needs?

- 1 The most basic needs such as food, water and sleep.
- 2 Needs that arise after physiological motives have been minimally satisfied such as security, health and family
3. Needs reflected in a desire for friendship, family, sense of being loved and approval
4. Needs that include the desire for recognition, confidence, reputation and respect.

(1)

**QUESTION 37**

. is how individuals see (select, organise and interpret) a product, brand or organisation based on their five senses of sight, hearing, smell, taste and touch

1. Behaviour
- 2 Perception
- 3 Belief
- 4 Attitude

(1)

**QUESTION 38**

Which **ONE** of the following is the correct order of the four distinct steps of the perception process?

- 1 interpretation, attention, exposure, recall
- 2 exposure, recall, attention, interpretation
- 3 attention, exposure, recall, interpretation
4. exposure, attention, interpretation, recall

(1)

**QUESTION 39**

in a marketing context, can be defined as the direct or anticipated changes in the behaviour of the consumer due to experience gained

1. Learning
- 2 Attitude
- 3 Perception
- 4 Motivation

(1)

[TURN OVER]

**QUESTION 40**

Which **ONE** of the following does **NOT** fall under the category of "auxiliary marketing activities"?

1. Storage
2. Financing
3. Risk taking
4. Purchasing

(1)

**QUESTION 41**

A reference group that individuals intentionally avoid being associated with is called a/an . . . group

1. membership
2. automatic
3. negative
4. associative

(1)

**QUESTION 42**

When buying bread, Peter purchases a loaf of *Blue Ribbon* bread automatically each time without even considering other brands. This is an example of . . . decision-making

1. real
2. impulse
3. habitual
4. trial

(1)

**QUESTION 43**

\_\_\_\_\_ is a structured process that is used to gather and analyse data regarding a particular opportunity or threat in order to assist marketing managers to make informed decisions

1. A SWOT analysis
2. Marketing information system
3. Consumer decision-making process
4. Data processing

(1)

[TURN OVER]

**QUESTION 44**

Which **ONE** of the following is the first step in the marketing research process?

1. Select the appropriate research design
2. Describe the research problem.
3. Process the information acquired
4. Prepare the research design.

(1)

**QUESTION 45**

. research attempts to investigate variables and predictors of future happenings in the marketing environment. It deals with current issues as opposed to past incidents

1. Exploratory
2. Predictive
3. Longitudinal
4. Post hoc

(1)

**QUESTION 46**

The process of deciding which market segment(s) to pursue by only concentrating on the specific segment(s) is called market

1. targeting
2. segmenting.
3. positioning
4. preference

(1)

**QUESTION 47**

Is the following statement true or false?

The main aim of segmentation is basically to enhance customer satisfaction and the profitability of the shareholders

1. True
2. Faise

(1)

**QUESTION 48**

Which **ONE** of the following statements **BEST** describes psychographic segmentation?

1. Segmenting the market by dividing it into world regions, and countries
2. Segmenting customers according to their race, for example coloured, white or Indian.
3. Segmenting the market by observing the consumer's frequency of using a product
4. Classifying people according to their values, beliefs, opinions and interests

(1)

**[TURN OVER]**

**QUESTION 49**

What refers to the process whereby marketers make provision for different market segments based on how frequently buyers purchase their products?

- 1 user status
2. usage rate
- 3 loyalty status
4. purchase occasions

(1)

**QUESTION 50**

Which **ONE** of the following is the last step in the positioning process?

1. Develop a positioning strategy that best satisfies consumer preferences
2. Determine the consumer's perceptions of your brand and competing brands.
3. Determine which variables consumers prefer
4. Analyse the strength of major brands

(1)

**QUESTION 51**

Which **ONE** of the following is **NOT** one of the seven positioning methods that marketers can use?

- 1 attribute positioning
- 2 benefit positioning
- 3 geographic positioning
- 4 user positioning

(1)

**QUESTION 52**

Which **ONE** of the following **BEST** represents an example of a durable product?

- 1 food
- 2 a television set
- 3 toothpaste
- 4 perfume

(1)

**QUESTION 53**

Which **ONE** of the following options represent the correct order of the four phases in the product life cycle?

1. Introductory, maturity, growth, decline
2. Introductory, decline, growth, maturity
3. Introductory, growth, maturity, decline
4. Introductory, decline, maturity, growth

(1)

[TURN OVER]

**QUESTION 54**

The . . . phase is characterised by a strong growth in sales in the target market, especially because of the increase in repurchasing and purchases across a wide spectrum by the majority of consumers.

1. decline
2. growth
3. maturity
4. introductory

(1)

**QUESTION 55**

is the process of determining the cost to consumers of a company's product/service offering that they will be willing to pay under particular circumstances at a particular time

1. Market share
2. Return on investment
3. Income growth
4. Price setting

(1)

**QUESTION 56**

What are the three objectives that the communication process aims to achieve?

1. To inform, persuade, and remind
2. To inform, increase sales, and convince
3. To remind, persuade, and promote
4. To remind, increase attention, and build image

(1)

**QUESTION 57**

Noise means that a message has been distorted because of disturbances. Which **ONE** of the following is **NOT** one of the three types of disturbances that can occur during communication?

1. internal disturbances
2. integrated disturbance
3. competitive disturbances
4. external disturbances

(1)

**QUESTION 58**

The five basic instruments that can be used to communicate with the consumer are. . . , personal selling, sales promotion, public relations and sponsorships

1. marketing
2. production
3. advertising
4. branding

(1)

**[TURN OVER]**

**QUESTION 59**

... is described as a one-on-one communication between the customer and the business through its representative as a means of convincing the specifically targeted customer to purchase the product, service or idea

1. Direct marketing
2. Sales promotion
3. Personal selling
4. Direct publicity

(1)

**QUESTION 60**

What type of promotion is aimed at making intermediaries buy and sell large quantities of a company's products?

1. sales force promotions
2. consumer sales promotions
3. wholesaler-retailer promotions
4. trade promotions

(1)

**QUESTION 61**

Which **ONE** of the following is the first step in the price-setting process?

1. Selection of the price
2. Determination of the price objective
3. Price adjustment considerations.
4. Cost determinant of price.

(1)

**QUESTION 62**

In the seven-step approach that can be adopted when positioning brands, which **ONE** of the following may be regarded as the last step?

1. Selecting positioning strategies
2. Determining consumers' perceptions
3. Identifying determinant variables
4. Analysing the brand's current position

(1)

**QUESTION 63**

There are three types of costs that marketers of organisations may select from when using the cost determination of price. Which **ONE** of the following is **NOT** a type of cost?

1. Variable cost
2. Fixed cost
3. Total cost
4. Market cost

(1)

**QUESTION 64**

Which **ONE** of the following formulas/equations is correct?

1. Total Cost = Fixed Cost – Variable Cost
2. Total Cost = Fixed Cost + Variable Cost
3. Total Cost = Variable Cost – Fixed Cost
4. Variable Cost = Fixed Cost + Total Cost

(1)

**QUESTION 65**

When a marketer promotes a brand new concept or service for the first time, it is known as . advertising.

1. product
2. defensive
3. pioneer
4. reminder

(1)

**QUESTION 66**

What refers to a short-term communication instrument that is used by marketers to promote the company's product, service or idea and is mostly aimed at ensuring that the customer buys with incentive-offering and interest-creating activities?

1. Personal selling
2. Sales promotion
3. Direct marketing
4. Relationship management

(1)



**QUESTION 67**

. eliminates the middleman by communicating information about a product or service directly to the consumer with the aim of eliciting an action

- 1 Personal selling
- 2 Sales promotion
3. Direct marketing
4. Relationship management

(1)

**QUESTION 68**

Which **ONE** of the following is **NOT** a direct marketing method that marketers may use if they want to use direct marketing as a communication channel?

1. Telemarketing
2. Direct mail
- 3 Catalogues
- 4 Samples

(1)

**QUESTION 69**

A . . is a business that sells goods to other businesses who will then resell those goods to the final user

1. wholesaler
- 2 producer
3. manufacturer
4. consumer

(1)

**QUESTION 70**

The process of selling a product through as many suitable wholesalers or retailers as possible, who will stock and/or sell the product is known as      distribution.

- 1 selective
- 2 intensive
- 3 exclusive
- 4 centralised

(1)

**TOTAL: [70]**

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