



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF TECHNICAL VOCATIONAL EDUCATION AND TRAINING

QUALIFICATION : DIPLOMA IN TVET MANAGEMENT	
QUALIFICATION CODE: DTVET -M	LEVEL: 6
COURSE CODE: MVT610S	COURSE NAME: MARKETING IN VET
SESSION: JUNE 2022	PAPER: PAPER 1
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering.3. Number the answers clearly	

THIS QUESTION PAPER CONSISTS OF 3 PAGES (including this front page)

SECTION A

Question 1

Read the following statements below regarding the importance of Marketing Training and indicate whether each statement is 'TRUE' or 'FALSE'. Justify your answer with a reasonable explanation.

- 1.1 Marketing plays an important role in the functioning of the society because there are so many transactions that take place on a daily basis that affects the way we live. (2)
- 1.2 Marketing helps us to be better employers because everyone participates in the marketing process as an employee of prices and places. (2)
- 1.3 A training programme is considered to be successful when the organization's profits are met. (2)
- 1.4 Marketing offers good research opportunities as the market place becomes more challenging, and the demand for employees is increasing. (2)
- 1.5 **Marketing Training Programme** refers to a planned effort by a company to facilitate employees learning of marketing related competencies (2)

SECTION B

Question 2

Although we live in global market today, when it comes to Market Training, companies or stakeholders have different concerns or objectives. Many companies and organisations are no longer concerned with a mere acquisition of skills but to a broader focus, on creating and sharing knowledge.

- 2.1 Based on the above statement, answer the following questions below:
- 2.1.1 Identify three basic categories for setting up a training programme for an organisation [3]
- 2.1.2 Identify and explain three Marketing Training Objectives or Concerns of an organisation. [6]
- 2.1.3 The fundamental objectives of most business are survival, profit and growth. Marketing contributes directly to achieving these objectives. Discuss five activities that are vital to business organisation. [5]
- 2.2 Marketing training needs assessment refers to the process used to determine if training is necessary. Identify and discuss the areas/stages of the Needs Assessment process in an organisation. (10)

SECTION C

Question 3

CASE STUDY

Read the case study below and answer the questions that follow.

Few published empirical studies have examined the design, implementation, and monitoring of customer relationship management (CRM) programmes at a practical level. Following that, it considers key areas of a four-year-long CRM programme and offer insights into the procedure that has been developed by SJP (<http://www.sjp.dk>), the consulting firm that was brought in to assist. The procedure is organized around eight areas: commitment of senior management, situation report, analysis, strategy formulation, implementation, management development, employee involvement, and evaluation of loyalty-building processes. Over the four-year-long CRM programme, *Dagbladet Børsen* increased its newspaper circulation by 40 per cent and advertising revenue by 50 per cent, while total revenue more than doubled. The way in which marketing is being practised is changing, and this, in turn, is due to dramatic changes in marketing's context such as physical distance, time, economy, deregulation, globalization, customer expectations, and new information technology (Brookes *et al.*, 2002; Doyle, 2000; Hunt, 2000).. One finding has been that organizations are increasingly focusing on attracting, developing, and retaining businesses (Jackson, 1985; Morgan and Hunt, 1994; Reichheld, 1996). This is called relationship marketing (RM) and is in contrast to 4Ps marketing: product, price, place, and promotion that emphasize attracting businesses, but less so retaining businesses (Buttle, 1996; Gummesson, 1999). 4Ps Marketing is also known as traditional marketing or transaction marketing (TM).

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| 3.1 | Discuss five (5) Marketing areas that Customer Relation Management (CRM) concentrate on in their Marketing programme? | (5) |
| 3.2 | What has caused the marketing transformation for CRM during the year | (5) |
| 3.3 | Name four (4) crucial traditional marketing strategies employed by CRM. | (4) |
| 3.4 | Differentiate between 'implementation' and 'monitoring' in Marketing. | (2) |
| | Total: | (50) |