



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF TECHNICAL, VOCATIONAL EDUCATION AND TRAINING

QUALIFICATION: DIPLOMA IN TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING: MANAGEMENT	
QUALIFICATION CODE: 06DTVM	LEVEL: 6
COURSE CODE: MVT620S	COURSE NAME: MARKETING IN VET B
SESSION: NOV 2022	PAPER: 1
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S):	Prof Noel Kufaine
MODERATOR:	Mr Ndakolute Abraham

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

1. Marketing as a concept requires a definition. Based on your understanding indicate whether the following definitions are (***True or False***) (10)
 - a. Marketing is the action or business of promoting and selling products or services. (2)
 - b. Marketing is the building of a relationship between a company, a product, and a consumer. (2)
 - c. Marketing is the act of connecting customers to products. (2)
 - d. Marketing is defining a customer's problem and solving it with your product. (2)
 - e. Marketing is putting the right product in the right place, in front of the right people, at the right price, at the right time. (2)

2. Define the following terms (15)
 - a. Marketing strategy. (3)
 - b. Customer rights. (3)
 - c. Marketing Environment. (3)
 - d. Market presence. (3)
 - e. Branding. (3)

3. The marketer is expected to understand the product cycle on the market. Define and describe the following product cycle stages. (15)
 - a. Product Development. (3)
 - b. Product introduction. (3)
 - c. Product growth. (3)
 - d. Product maturity. (3)
 - e. Product decline. (3)

Section B

1. Describe four marketing strategy auditing questions which an organisation can use to assess whether the marketing activities are directed towards the organisation objectives. (20)

2. Differentiation is the key driver of strategic marketing, as it's what distinguishes generic products from each other and promotes purchase decisions. Using appropriate examples describe how the following differentiation strategies are used. (20)
 - a. Product differentiation. (5)
 - b. Pricing differentiation. (5)
 - c. Promotional differentiation. (5)
 - d. Brand differentiation. (5)

3. An organisation can reach its strategic objectives by matching its strengths and resources to available opportunities in the market. Using appropriate examples describe how the following competitive strategies work (20)
 - a. Market expansion. (5)
 - b. Market share gain. (5)
 - c. Market maintenance. (5)
 - d. Market niche strategies. (5)