



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF TECHNICAL VOCATIONAL EDUCATION AND TRAINING

QUALIFICATION: DIPLOMA IN TECHNICAL VOCATIONAL EDUCATION AND TRAINING: MANAGEMENT	
QUALIFICATION CODE: 06DTVM	LEVEL: 6
COURSE CODE: MVT610S	COURSE NAME: MARKETING IN VET A
SESSION: JUNE 2024	PAPER: THEORY (PAPER 1)
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions, except Questions 4.9 and 4.10. Choose between the two.2. Read all the questions carefully before answering.3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF 12 PAGES (Including this front page)

SECTION A

Question 1 (Multiple Choice Questions)

(24 Marks)

Choose the most appropriate answer from the list of options below.

- 1.1 What is the primary goal of marketing? (1)
- a) To maximize profits
 - b) To satisfy customer needs and wants
 - a) To increase market share
 - b) To minimize costs
- 1.2 Which of the following best describes the role of marketing in the success of organisations, particularly TVET training providers in Namibia? (1)
- a) Marketing is irrelevant for TVET training providers
 - b) Marketing helps to increase tuition fees
 - c) Marketing assists in promoting the benefits of TVET education and attracting students
 - d) Marketing only focuses on selling products, not services
- 1.3 How does effective marketing contribute to the success of TVET training providers in Namibia? (1)
- a) By reducing the quality of education
 - b) By increasing student dropout rates
 - c) By attracting more students and enhancing the institution's reputation
 - d) By limiting access to education for disadvantaged groups
- 1.4 Which of the following statements accurately reflects the significance of marketing for TVET training providers in Namibia? (1)
- a) Marketing is only important for profit-driven businesses, not educational institutions
 - b) Marketing helps TVET training providers communicate the value of their programs to potential students and stakeholders

- c) TVET training providers in Namibia do not need marketing as they have a monopoly in the education sector
 - d) Marketing efforts for TVET training providers should solely focus on traditional advertising methods
- 1.5 Which aspect of marketing aligns closely to satisfy customer needs and wants? (1)
- a) Price setting
 - b) Product development
 - c) Competitor analysis
 - d) Employee training
- 1.6 In what way does effective marketing contribute to the sustainability of TVET training providers in Namibia? (1)
- a) By ignoring student feedback and preferences
 - b) By reducing investment in marketing efforts
 - c) By maintaining a strong enrolment base and positive reputation
 - d) By focusing solely on short-term financial gains
- 1.7 How can marketing help TVET training providers differentiate themselves from competitors in Namibia? (1)
- a) By offering lower quality education at cheaper rates
 - b) By adopting a generic marketing strategy
 - c) By highlighting unique program offerings and success stories
 - d) By avoiding marketing altogether
- 1.8 What role does understanding consumer behaviour play in the marketing efforts of TVET training providers? (1)
- a) It is irrelevant as TVET education is standardized
 - b) It helps in tailoring programs and services to meet student needs and preferences
 - c) It leads to higher tuition fees

d) It only applies to non-profit organisations

1.9 How can effective marketing positively impact the financial stability of TVET training providers in Namibia? (1)

- a) By decreasing student enrolment
- b) By reducing the visibility of the institution
- c) By attracting more students and increasing revenue streams
- d) By ignoring market trends and preferences

1.10 Which of the following best summarizes the relationship between marketing and the success of TVET training providers in Namibia? (1)

- a) Marketing is irrelevant for educational institutions
- b) Marketing is essential for attracting students and ensuring sustainability
- c) TVET training providers should solely rely on government funding, not marketing
- d) Marketing efforts have no impact on the reputation of the institution

1.11 Which factor is crucial in determining the pricing strategy for a product? (1)

- a) Competitors' marketing strategies
- b) The colour of the product packaging
- c) The number of social media followers
- d) The design of the company logo

1.12 What is one of the key considerations when developing a new product? (1)

- a) Maximizing distribution channels
- b) Setting a high introductory price
- c) Addressing a specific consumer need
- d) Focusing solely on product features

1.13 Which pricing strategy involves setting the price slightly below the competition to gain market share? (1)

- a) Skimming pricing
- b) Penetration pricing
- c) Premium pricing
- d) Psychological pricing

1.14 How does a product's perceived value influence its pricing strategy? (1)

- a) Higher perceived value allows for lower prices
- b) Lower perceived value requires premium pricing
- c) Perceived value has no impact on pricing decisions
- d) Perceived value determines the pricing strategy

1.15 What is the primary objective of Product and Price decisions? (1)

- a) Discussing distribution strategies
- b) Analysing consumer behaviour
- c) Exploring product development techniques
- d) Evaluating product and pricing decisions

1.16 What is the primary objective of Distribution decisions? (1)

- a) Analysing consumer behaviour
- b) Exploring product development techniques
- c) Discussing distribution strategies
- d) Evaluating promotion campaigns

- 1.17 is the term used to describe the process of moving products from the manufacturer to the end consumer? (1)
- a) Product lifecycle
 - b) Distribution logistics
 - c) Supply chain management
 - d) Market segmentation
- 1.18 Which distribution strategy involves selling products through a network of intermediaries such as wholesalers and retailers? (1)
- a) Intensive distribution
 - b) Exclusive distribution
 - c) Selective distribution
 - d) Franchise distribution
- 1.19 What is the advantage of using a direct distribution strategy? (1)
- a) Lower distribution costs
 - b) Greater control over product placement
 - c) Increased brand visibility
 - d) Access to a wider customer base
- 1.20 Which of the following is NOT a traditional distribution channel commonly used by businesses? (1)
- a) Direct sales
 - b) Retail stores
 - c) Wholesale markets
 - d) Social media advertising

1.21 What is one of the key elements often considered in the branding strategy alongside product, price, and promotion, forming the basis of the "4Ps"? (1)

- a) Packaging
- b) Public relations
- c) Placement
- d) Perception

1.22 Which element of the marketing mix refers to the activities a company undertakes to make its product or service known to the target market? (1)

- a) Product
- b) Price
- c) Promotion
- d) Place

1.23 What does the "Price" element of the marketing mix primarily involve? (1)

- a) Designing the product features
- b) Setting the cost of the product or service
- c) Selecting the distribution channels
- d) Communicating with potential customers

1.24 Which aspect of the marketing mix focuses on making the product or service available to the target market? (1)

- a) Product
- b) Price
- c) Promotion
- d) Place

[24]

Question 2 (True and False)

(20 Marks)

Read the following statements below about the principles and practices of marketing and indicate whether each statement is 'TRUE or FALSE. Justify your answer with a reasonable explanation. Each answer carries two marks. (10 x 2 = 20 marks)

- 2.1 Marketing can be defined as the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- 2.2 Theories of marketing are static and unchanging over time.
- 2.3 Theories of marketing cannot be applied to vocational training programs.
- 2.4 Identifying areas of marketing training needs is irrelevant for organisations.
- 2.5 The benefits of marketing to end users include increased awareness, access to information, and satisfaction of needs.
- 2.6 The Marketing Mix consists of four elements: Product, Price, Place, and People.
- 2.7 The Marketing Circle illustrates the continuous process of marketing activities, including planning, implementation, and evaluation.
- 2.8 Marketing philosophies refer to the principles and orientations that guide marketing strategy and decision-making.
- 2.9 Marketing concepts emphasize the importance of customer satisfaction and value creation.
- 2.10 Marketing concepts are static and do not change over time.

[20]

SECTION B

Question 3

(16 Marks)

Use your own experiences and developments in TVET in Namibia to answer the following questions about marketing research.

The 2021 TVET Policy mentions the following challenges among others:

Negative perception of TVET in Namibia; Mismatch of skills; Lack of funding; Lack of updated teaching and learning materials, including a lack of infrastructure; Low access and quality TVET programs

3.1 Based on these challenges, why do you think is marketing research so important in TVET in Namibia? (5)

3.2 What types of marketing research tactics and strategies can be used to promote TVET in Namibia? Mention four types of marketing research tactics. (4)

3.3 How does marketing research benefit TVET institutions in Namibia? (3)

3.4 How do documents such as SDP1, SDP2, the 2021 TVET Policy, and the VET Act influence marketing research in TVET in Namibia? (4)

[16]

SECTION C

Question 4

(40 Marks)

CASE STUDY

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

The Tech Academy is a vocational education institution in Namibia that offers courses in various technical fields such as Electronics, Engineering Sciences, and Auto mechatronics. With the increasing demand for skilled professionals in the technology sector, The Tech Academy aims to attract more students and improve its market position through effective e-marketing strategies.

The Tech Academy conducts comprehensive market research and analysis to gather insights into the evolving demands of the industry and the job market. This includes studying employment trends, skills requirements, and technological advancements in fields such as Electronics, Engineering Sciences, and Auto Mechatronics. Additionally, the institution actively solicits feedback from current students, alumni, and industry partners through surveys, focus groups, and interviews to understand specific challenges and aspirations. Leveraging data

analytics and student enrolment data further allows the institution to identify trends and patterns in student behaviour and preferences.

Based on the identified needs and preferences, The Tech Academy develops vocational courses aligned with industry trends and technological advancements. These courses are developed based on the Sector Skills Plans for TVET trainees in Namibia. Pricing decisions are influenced by factors such as material costs, instructor expertise, facilities, and market demand. The institution adopts a competitive pricing strategy to ensure affordability while maintaining the quality of education.

The Tech Academy collaborates with industry partners such as M&Z Motors, Namibia Breweries Limited (NBL), and Industry Skills Committees to develop curriculum content and practical training modules that meet industry standards. This collaboration ensures that course offerings are aligned with industry requirements and enhances the institution's reputation. Additionally, partnerships with local businesses and educational institutions facilitate co-marketing opportunities and broaden the institution's reach.

The Tech Academy employs various e-marketing tactics such as targeted online advertising, email marketing campaigns, and content marketing to promote its courses and attract prospective students. These tactics are tailored to reach specific demographics and interests, ensuring maximum visibility and engagement among potential students. By segmenting email lists based on user preferences and behaviours, the institution delivers relevant content to different audiences, increasing the likelihood of conversion.

Market segmentation plays a crucial role in The Tech Academy's marketing strategy. By identifying distinct segments within the vocational education market, the institution can tailor its course offerings and marketing messages to resonate with the specific needs and interests of each segment. This targeted approach enhances the relevance and perceived value of the courses and increases the effectiveness of marketing campaigns in reaching and engaging with the target audience.

Questions:

- 4.1 How does the Tech Academy identify the needs and preferences of its target student demographics? Discuss and justify your answers. (6)
- 4.2 How does The Tech Academy develop its vocational courses, and what factors influence its pricing decisions? (3)
- 4.3 What factors influence students' decisions when choosing vocational education programs? Mention any three factors. Use your own experiences and the information in the case study to answer this question. (3)
- 4.4 How does The Tech Academy collaborate with industry partners to enhance its course offerings and ensure alignment with industry standards and requirements? (2)
- 4.5 How does The Tech Academy use e-marketing to promote its courses and attract prospective students? Explain and justify your answers. (6)
- 4.6 In your own opinion and based on your experiences, what e-marketing tactics do you think are most effective in reaching and engaging with the target audience? Use the information in the Case Study to assist you in answering this question. Mention any three tactics. (6)
- 4.7 How does The Tech Academy measure the success of its e-marketing initiatives in terms of student acquisition and retention? (3)
- 4.8 Identify the different stakeholders of the Tech Academy. (8)

Choose between Question 4.9 and Question 4.10

- 4.9 How does The Tech Academy engage with these stakeholders to enhance collaboration and support in the TVET sector? (3)

OR

- 4.10 Discuss the importance of market segmentation for The Tech Academy in tailoring its course offerings and marketing strategies, providing examples from the case study. How

might identifying distinct segments within the vocational education market contribute to the institution's success and effectiveness in reaching its target audience? (3)

Total Marks: 100

End of Examination Paper