



**NAMIBIA 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: 06DTVM	LEVEL: 6
COURSE CODE: MVT610S	COURSE NAME: MARKETING IN VET
SESSION: JULY 2024	PAPER: (PAPER 2)
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer ALL the questions, except Questions 6 and 7. Choose only one option between the two.2. Read all the questions carefully before answering.3. Number the answers clearly	

THIS QUESTION PAPER CONSISTS OF 10 PAGES (Including this front page)

SECTION A

Question 1: Multiple Choice Questions

(10 marks)

Choose the most appropriate answer from the list of options below. One answer carries one mark.

- 1.1 This term has to do with you making the product available to customers. (1)
- a) Product
 - b) Engagement
 - c) Distribution
 - d) Promotion
- 1.2 This concept describes the achievement of your organisational goals consisting of determining the needs and wants of the target markets and delivering the desired satisfaction more effectively and efficiently than your competitors. (1)
- a) Selling Concept
 - b) Marketing Concept
 - c) Production Concept
 - d) Market Orientation
- 1.3 This term refers to the process of seeking after best approach to marketing or knowledge about reality. (1)
- a) Philosophy
 - b) Skills
 - c) Education
 - d) Training
- 1.4 This term describes that consumers will favour those widely available products and low in cost/price. (1)

- a) Product Concept
- b) Production Concept
- c) Selling Concept
- d) Societal Marketing Concept

1.5 This concept defines that the organisation's task is to determine the needs and wants of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors.

(1)

- a) Production Concept
- b) Product Concept
- c) Societal Marketing Concept
- d) Selling Concept

1.6 This concept defines the process of identifying prospective buyers, understanding them intimately and developing favourable long-term perceptions of one's organisation and its offerings so that buyers would choose them in the marketplace.

(1)

- a) Production Concept
- b) Selling Concept
- c) Societal Marketing Concept
- d) Customer Relationship Management

1.7 This term describes the goals achieved by an organisation and its primary goal is: (1)

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

1.8 This term defines the management process that identifies, anticipates and supplies customer requirements efficiently and profitably. (1)

- a) Marketing
- b) Management
- c) Leadership
- d) Marketing Mix

1.9 This process involves a salesperson. (1)

- a) Personal selling
- b) Selling Concept
- c) Target market
- d) Customer needs satisfaction

1.10 This concept defines anything of value exchange for the product and it is also regarded as: (1)

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

[10]

Question 2 True/False

(10 Marks)

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. Each answer carries two marks.

- 2.1 Marketing plays an important role in the functioning of society because there are so many transactions that take place daily that affect the way we live. (2)
- 2.2 Marketing helps us to be better employers because everyone participates in the marketing process as an employee of prices and places. (2)
- 2.3 A training program is considered to be successful when the organisation's profits are met. (2)
- 2.4 Marketing offers good research opportunities as the marketplace becomes more challenging and the demand for employees is increasing. (2)
- 2.5 Marketing Training Program refers to a planned effort by a company to facilitate employees learning of marketing related competencies. (2)

[10]

SECTION B

Question 3

(10 Marks)

The role of promotion is to inform and persuade customers to facilitate exchanges, for example through advertising and personal selling. Since no product can sell itself irrespective of how superb its quality is and how well-priced it is, if people are not aware of its existence, it cannot sell itself.

Based on the above text, there are several ways of promoting your product or services; you should now clearly explain each term below. [10]

- a) Advertising (2)
- b) Publicity (2)
- c) Sales promotion (2)
- d) Public relations (2)
- e) Direct Marketing (2)

Question 4

(24 Marks)

Although we live in a 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 the mere acquisition of skills but with a broader focus, on creating and sharing knowledge.

Based on the above statement, answer the following questions below:

4.1 Identify three basic categories for setting up a marketing training program for an organisation. Refer to the factors influencing training. (3)

4.2 Identify and explain three Marketing Training Objectives or Concerns of an organisation. (6)

4.3 The fundamental objectives of most businesses are survival, profit and growth. Marketing contributes directly to achieving these objectives. Mention five activities that are vital to business organisation. (5)

4.4 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)

Question 5

(21 Marks)

Please refer to the attached Annex containing the 2021 TVET Policy implementation plan. Review the plan carefully before answering the following questions. Provide concise and well supported responses based on the information provided in the implementation plan.

You may also use your own interpretation here.

- 5.1 How does the 2021 TVET Policy implementation plan emphasise the importance of market segmentation in aligning TVET programs with the needs of different industries and sectors? (2)
- 5.2 Using examples from the 2021 TVET Policy implementation plan, illustrate how TVET institutions can effectively segment the market to address specific skill gaps and employment opportunities identified in different sectors. (2)
- 5.3 Explain how the 2021 TVET Policy implementation plan guides TVET institutions in targeting specific segments of the population to increase access to vocational training and address socio-economic disparities. (2)
- 5.4 Drawing from the 2021 TVET Policy implementation plan, discuss the significance of identifying and targeting specific demographic groups, such as youth, women and marginalized communities, to promote inclusivity and equity in TVET access and participation. (2)

- 5.5 How does the 2021 TVET Policy implementation plan advocate for the strategic positioning of TVET institutions to enhance their relevance and responsiveness to evolving industry needs and technological advancements? Mention any two points. (2)
- 5.6 Provide ONE (1) example from the 2021 TVET Policy implementation plan that demonstrates strategies for positioning TVET institutions as key drivers of innovation, entrepreneurship and sustainable development within their respective regions or sectors. (1)
- 5.7 In what ways does the 2021 TVET Policy implementation plan underscore the importance of market research and stakeholder engagement in informing TVET institutions' positioning strategies and program offerings? (2)
- 5.8 Discuss the challenges and opportunities identified in the 2021 TVET Policy implementation plan regarding the effective segmentation, targeting and positioning of TVET programs to meet the diverse needs of learners and industries. (5)
- 5.9 How do the strategies outlined in the 2021 TVET Policy implementation plan for market segmentation, targeting and positioning support the overarching goal of enhancing the quality, relevance and effectiveness of TVET provision? (2)
- 5.10** Analyse the role of the 2021 TVET Policy implementation plan in guiding TVET institutions to adopt learner-centred approaches, flexible delivery models and competency-based training methodologies to better align with market demands and learner needs. (3)
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SECTION C

CASE STUDY

Read the three case studies below and answer the questions that follow. Choose between Questions 6 and 7.

Case Study: Nike: Nike's marketing team wants to launch a new line of athletic shoes targeting Gen Z consumers.

Case Study: Amazon: Amazon's expansion into grocery retailing with Amazon Fresh

Case Study: MobiPay: MobiPay, a Namibian SME, was founded in 2009 with the core focus of making digital payments as simple and easy to use as cash. They offer modern, robust and flexible payment options. The customer holds their device close to the NFC-enabled POS terminal, approximately within two inches and this initiates the transaction. Both devices use RFID technology (NFC is a subset of this technology) to pass encrypted information back and forth to process the payment, which happens within a matter of seconds.

Questions

Question 6

(25 Marks)

- 6.1 How does consumer behaviour influence marketing strategies in the digital age for Nike? (4)
- 6.2 How has e-marketing transformed traditional retailing practices and customer interactions?(5)
- 6.3 Analyse the impact of social media on consumer behaviour for Nike and its implications for marketing tactics. (8)
- 6.4 Analyse the impact of social media on consumer behaviour for Amazon and its implications for marketing tactics. (8)

OR

Question 7

(25 Marks)

7.1 Discuss the impact of Mobi Pay in Namibia on retailing for e-marketing under the following headings:

- a) **Convenience and Accessibility (2)**
- b) **Expansion of Digital Payment Ecosystem (2)**
- c) **Improved Transaction Security (2)**
- d) **Enhanced Customer Experience (2)**
- e) **Data Insights and Analytics (2)**

7.2 Discuss the implications of MobiPay for e-marketing strategies under the following headings:

- a) **Mobile-Centric Marketing (3)**
- b) **Location-based Marketing (3)**
- c) **Personalised Promotions and Loyalty Programs (3)**
- d) **Social Media Integration (3)**
- e) **Data Privacy and Security (3)**

Total Marks: 100

End of Examination Paper