



PAMIBIA 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: MVT610S	COURSE NAME: MARKETING IN VET
SESSION: JUNE 2025	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.2. Read all the questions carefully before answering.3. Number the answers clearly4. Sections B and C should be answered in the examination book provided.5. Questions 1 to 10 of Section A should be answered on the attached multiple-choice answer sheet.6. Choose only one option when answering the multiple-choice questions7. Include the Multiple Choice Answer Sheet in your Examination Answer Book.	

THIS QUESTION PAPER CONSISTS OF 8 PAGES (Including this front page)

Section A

Question 1: Multiple Choice Questions

Choose the correct answer from the list of options below. Write your answers in the Multiple Choice Answer Sheet. Each answer counts one mark.

- 1. What is the primary goal of marketing in Technical Vocational Education and Training (TVET)? (1)**
 - a) To increase market share
 - b) To minimise costs
 - c) To promote TVET as a viable solution
 - d) To satisfy customer needs and wants

- 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

- 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

- 4. 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

- 5. 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

6. What role does understanding consumer behaviour play in the marketing efforts of TVET training providers? (1)

- a) It is irrelevant as TVET education is standardised
- b) It helps in tailoring programmes and services to meet student needs and preferences
- c) It leads to higher tuition fees
- d) It only applies to non-profit organisations

7. 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

8. 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

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

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

10. 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

[10]

SECTION B

Question 2: True/False

(10 Marks)

Read each of the following statements about the principles and practices of marketing. Indicate whether each statement is True or False.

For each answer, you must also justify in your own words.

Note: One full mark will be awarded for correctly stating True/False *and* for providing a proper justification. Students must not copy and paste justifications from the question. (10 x 1 = 10)

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. Theories of marketing are static and unchanging over time.
3. Theories of marketing cannot be applied to vocational training programmes.
4. Identifying areas of marketing training needs is irrelevant for organisations.
5. The benefits of marketing to end users include increased awareness, access to information, and satisfaction of needs.
6. The Marketing Mix consists of four elements: Product, Price, Place, and People.
7. The Marketing Circle illustrates the continuous process of marketing activities, including planning, implementation, and evaluation.
8. Marketing philosophies refer to the principles and orientations that guide marketing strategy and decision-making.
9. Marketing concepts emphasise the importance of customer satisfaction and value creation.
10. Marketing concepts are static and do not change over time.

[10]

SECTION C

Question 3

(20 Marks)

1. Many businesses or organisations engage in marketing for two reasons. What are these reasons? (2)
2. Briefly describe **three stages** of marketing research (e.g., problem definition, data collection, analysis) and explain what each stage involves. (6)
3. Imagine you are the CEO and Centre Manager of a TVET centre. You offer both RPL and the usual TVET programs in a small town in Nkurunkuru on the outskirts of Rundu. Nkurunkuru is considered a small town with about 20,000 people. Based on what you have learned in this course, select the most suitable and factual reasons in response to the following questions: What type of market research data and information would help you to compete more effectively? In your answer, write at least ten valid points. (10)
4. Based on your answers to Question 3 above, list any **two types** of research you could consider using for such a research activity. (2)

[20]

Question 4: Structured Questions

(4 x 5 = 20 marks)

Answer all questions. Be clear and concise. Marks for each question are indicated.

1. Define *perceived value* and explain how it can influence the pricing strategy of a product. (4)
2. Identify and briefly describe two key methods of distributing products from a manufacturer to the end consumer. (4)
3. List and explain two advantages of using a direct distribution strategy. (4)
4. Name two non-traditional distribution channels businesses can use today and briefly explain each. (4)
5. Define *content marketing* and provide one example of how a TVET institution can use content marketing effectively. (4)

(4)

[20]

Question 5: Case Study

(40 Marks)

CASE STUDY

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

The Tech Academy is a new 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 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.

Based on the case study, answer the following questions:

1. Based on the case study, explain how The Tech Academy aligns its course offerings with industry needs. (10)
2. Describe the importance of collaboration with industry partners in enhancing marketing and curriculum relevance. (8)
3. Evaluate the e-marketing tactics used by the Tech Academy. How do they enhance visibility and conversion? (10)
4. Explain how market segmentation helps The Tech Academy tailor its services to meet diverse student needs. (6)
5. Suggest one improvement that The Tech Academy could implement to further strengthen its marketing strategy. Justify your answer with practical reasons. (6)

Total Marks: 100

End of Examination Paper

Question 1: Multiple-Choice Question Answer Sheet

Question Number	Answer	Question Number	Answer
1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	