



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: TRAINER	
QUALIFICATION CODE: 06DTVM	LEVEL: 6
COURSE CODE: MVT610S	COURSE NAME: MARKETING IN VET
SESSION: JULY 2025	PAPER: 2
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	BERNADETTE E. CLOETE
MODERATOR:	NDAKOLUTE S. 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 clearly4. Section 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 7 PAGES (Including this front page)

Section A

Question 1: Multiple Choice Questions

(20 Marks)

Circle the correct option in the multiple-choice answer sheet. Each question carries 1 mark.

1. Which of the following is not part of the traditional 4 Ps of the marketing mix? (1)
 - A. Price
 - B. Promotion
 - C. People
 - D. Product

2. The philosophy that focuses on the needs of the customer before the product is made is called: (1)
 - A. Production concept
 - B. Product concept
 - C. Marketing concept
 - D. Selling concept

3. Which of the following best defines a “target market”? (1)
 - A. Everyone who might use the product
 - B. A specific group of consumers most likely to buy a product
 - C. People in the distribution channel
 - D. The entire public

4. What is the main benefit of marketing to vocational training institutions? (1)
 - A. Reduced staff turnover
 - B. Better budgeting
 - C. Increased student enrolment and visibility
 - D. Easier internal assessments

5. **Which of the following tools is not part of e-marketing?** (1)
- A. Email campaigns
 - B. Social media marketing
 - C. Personal selling
 - D. Search engine optimisation
6. **Understanding customer care involves:** (1)
- A. Avoiding direct customer contact
 - B. Focusing only on the price
 - C. Meeting and exceeding customer expectations
 - D. Making profits only
7. **Micro-environment factors include:** (1)
- A. Legal and political forces
 - B. Technological forces
 - C. Suppliers and competitors
 - D. Demographic trends
8. **Market segmentation involves:** (1)
- A. Setting high prices
 - B. Promoting to everyone
 - C. Dividing a market into smaller segments
 - D. Creating new products
9. **One major challenge in applying marketing to VET is:** (1)
- A. Too much funding
 - B. Lack of need analysis
 - C. Excess staff
 - D. Oversupply of learners

10. Which pricing strategy involves setting prices similar to competitors? (1)

- A. Penetration pricing
- B. Cost-plus pricing
- C. Competitive pricing
- D. Value-based pricing

[10]

Section B

Question 2: True or False with Justification (10

Marks)

Write True or False and justify your answer. Each answer carries 1 mark.

1. The production concept focuses on selling more by improving customer relationships.
2. E-marketing is only effective in large corporations.
3. Targeting involves identifying the full market without segmentation.
4. Pricing decisions are not influenced by competitor prices.
5. Micro-environment includes things out of the company's control.
6. Promotion is not necessary if the product is of high quality.
7. Market segmentation helps to tailor services to specific groups.
8. The 4 Ps include Product, Price, Place, and Promotion.
9. Marketing research helps identify customer needs and preferences.
10. Distribution strategies are only used in retail businesses.

Section C: Short Answer Questions

Question 3 (10 marks)

1. Define the term "STEP" in marketing (1)
2. State one way marketing research helps businesses. (1)
3. Identify one core concept of marketing. (1)
4. Explain what 'promotion' involves in marketing. (1)
5. What is the role of customer behaviour analysis? (1)
6. Name one macro-environmental factor that can affect marketing.

(1)

7. What is meant by a distribution channel in marketing? (1)
8. Give one example of a promotional tool used in marketing. (1)
9. List the typical stages involved in the marketing circle. (1)
10. What does 'marketing mix' refer to? (1)

[20]

Question 4

(20 Marks)

Answer all questions. Each carries 5 marks.

1. Briefly describe the role of marketing in vocational education and training (VET). (5)
2. Explain the importance of identifying training needs before marketing a course. (5)
3. List and explain any three methods used in conducting marketing research. (5)
4. Describe how e-marketing can be used to promote TVET programmes. (5)

[20]

Question 5: Structured Questions

(20 Marks)

1. List and explain any three methods used in conducting marketing research. (5)
2. Describe how e-marketing can be used to promote TVET programmes. (5)
3. Differentiate between macro and micro marketing environments with examples. (5)
4. Explain the significance of product and pricing decisions in the marketing mix. (5)

[20]

Question 6

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 question below:

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 7

(30 Marks)

Answer any two questions from Questions 1 to 4. Each essay answer carries 15 marks.

1. Discuss the role of consumer behaviour and customer care in designing effective marketing strategies for TVET institutions. (15)
2. Explain the concept of STP (Segmentation, Targeting, Positioning) and how it can be applied to vocational training programmes. (15)
3. Compare and contrast the key marketing philosophies and explain how each philosophy may influence a TVET institution's strategy. (15)
4. Evaluate the various promotional tools and how they can be aligned with marketing objectives in the vocational education sector. (15)

Total Marks: 100

End of Examination Paper

Question 1: Multiple-Choice Question Answer Sheet

Question Number	Answer	Question Number	Answer
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			