



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: DECEMBER 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. Read the case study below carefully before attempting the questions.2. You are required to attempt all questions in Sections A, B, and C.3. In Section C, answer any TWO questions only.4. All questions must be answered in the context of the case study provided.5. Ensure that your answers demonstrate both theoretical knowledge and practical application.6. The total mark for this paper is 100. Manage your time accordingly.	

THIS QUESTION PAPER CONSISTS OF _5_ PAGES (Including this front page)

Case Study

Read the case study below carefully before attempting to answer the questions.

NamSkills VTC is a public training provider in Namibia offering short courses in ICT and hospitality. Enrolments have dropped in the past two years due to competition from private colleges and online training providers. Management wants to review its marketing strategy to increase student numbers and industry relevance.

Section A

(10 × 1 = 10 Marks)

Question 1: Multiple Choice Questions

1. Which of the following BEST represents an internal driver for NamSkills VTC?
 - a) Competitors offering online training
 - b) Limited financial resources within the VTC
 - c) Government regulation on training quality
 - d) Unemployment rates in Namibia

2. Which of the following is an external factor influencing NamSkills VTC?
 - a) Student satisfaction with trainers
 - b) The leadership style of the director
 - c) Rise of online education platforms
 - d) Budget allocation for workshops

3. If NamSkills VTC develops a long-term plan to rebrand itself as a leader in ICT training, this would fall under:
 - a) Business Strategy
 - b) Marketing Mix
 - c) Tactical Promotion
 - d) Customer Service Policy

4. Converting NamSkills' objective of "increasing enrolment" into specific promotional campaigns is an example of:
 - a) Business Strategy
 - b) Marketing Strategy
 - c) SWOT Analysis
 - d) PESTEL Analysis

5. Which PESTEL factor would be most relevant if NamSkills introduced online training platforms?
- a) Economic
 - b) Social
 - c) Technological
 - d) Political
6. The entry of new private VTCs in the same region is an example of which Porter's force?
- a) Bargaining power of suppliers
 - b) Industry rivalry
 - c) Threat of new entrants
 - d) Bargaining power of customers
7. Which of the following elements of the 7Ps would be most affected if NamSkills renovated its computer labs?
- a) Process
 - b) People
 - c) Physical Evidence
 - d) Promotion
8. Using SWOT analysis, the increase in online competitors represents:
- a) Strength
 - b) Weakness
 - c) Opportunity
 - d) Threat
9. Monitoring enrolment figures each semester to assess marketing success relates to:
- a) Strategic Planning
 - b) Implementation Evaluation
 - c) Market Research
 - d) Competitor Analysis
10. Aligning NamSkills' ICT courses with industry demand for digital skills represents which "P" in the 7Ps framework?
- a) Product
 - b) Price
 - c) People
 - d) Promotion

Question 2: True/False**(10 × 1 = 10 Marks)**

1. Limited financial resources at NamSkills VTC are an external driver.
2. Competitors offering online courses represent an external threat. Business strategy and marketing strategy mean the same thing.
3. Improving physical facilities (labs, classrooms) is linked to the “Physical Evidence” element of the 7Ps.
4. Porter’s Five Forces helps NamSkills identify internal weaknesses only.
5. Introducing online courses at NamSkills would be a response to a technological factor. –
6. SWOT analysis allows NamSkills to identify opportunities, such as new partnerships with the industry.
7. Enrolment tracking is a form of monitoring and evaluation during implementation.
8. Government policy on vocational training is considered an internal driver.
9. Aligning courses with labour market needs improves both business and marketing strategy.

Question 3: Matching**(10 × 1 = 10 Marks)****Match the concept in Column A with the statements in Column B.**

Number	Column A (Concept)	Column B (Application in NamSkills VTC)
1.	Internal driver	a) Measuring the effectiveness of marketing campaigns
2.	External driver	b) Shift to e-learning platforms
3.	SWOT – Strength	c) Online platforms reducing enrolments
4.	SWOT – Threat	d) Competition with other private VTCs
5.	PESTEL – Technological	e) Renovated computer laboratories
6.	Porter – Rivalry	f) Limited finances and outdated workshops
7.	7Ps – Product	g) Growth of online training competitors
8.	7Ps – Physical Evidence	h) Experienced trainers in hospitality
9.	Implementation	i) New ICT short courses aligned with the labour market
10.	Monitoring & Evaluation	j) Tracking enrolments and student feedback

Section B: Short Answer Questions

(30 Marks)

Question 4: Case Study:

NamSkills VTC is a training institution in Namibia offering short courses in ICT and hospitality. Enrolments have dropped in the past two years due to competition from private colleges and online training providers. Management wants to review its marketing strategy to increase student numbers and industry relevance.

Questions (30 Marks)

1. Using internal and external business drivers, identify FIVE internal and FIVE external factors influencing NamSkills VTC. **(10)**
2. Explain how NamSkills VTC could use Porter's Five Forces to assess its competitive environment. Provide two forces with examples. **(5)**
3. Identify THREE PESTEL factors that could impact NamSkills VTC's marketing strategy. **(10)**
4. Discuss TWO practical ways NamSkills VTC could monitor and evaluate the success of its marketing strategy implementation. **(5)**

Section C

(40 Marks)

Question 5: Essay Questions

Answer ANY TWO questions (20 marks each).

1. **Critically analyse** how aligning training programmes with industry labour market needs can enhance NamSkills VTC's marketing strategy. Provide Namibian examples. **(20)**
2. **Apply** the SWOT and 7Ps models to design a marketing strategy for NamSkills VTC's new short course in *Digital Marketing*. **(20)**
3. **Implementation is often the greatest challenge in marketing strategy. Discuss** this statement with reference to Namibian TVET institutions, suggesting solutions to common challenges. **(20)**

TOTAL MARKS: 100

END OF EXAMINATION PAPER