



**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: 06DTVT	LEVEL: 6
COURSE CODE: MVT620S	COURSE NAME: Marketing in VET B
SESSION: January 2024	PAPER: 2
DURATION: 3 Hours	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Prof Noel Kufaine
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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 clearly <p>THIS QUESTION PAPER CONSIST OF 2 PAGES – INCLUDING THE COVER PAGE.</p>

1. Marketing strategies in education are used to communicate their unique value propositions to attract students. Based on your understanding indicate "True or False" whether the following are marketing strategies in TVET (20)

- a. School Uniform
- b. Social Media Engagement
- c. Technical Education
- d. Email Campaigns
- e. Leverage Alumni Networks
- f. Personalization
- g. Qualification
- h. Online Advertising
- i. Responsive Customer Support
- j. Higher education

2. An organisation can reach its strategic objectives by matching its strengths and resources to available opportunities in the market. Using appropriate examples describe how the following competitive strategies work (20)

- a. Market expansion
- b.* Market share gain
- c. Market maintenance
- d. Market niche strategies

3. Marketing strategies are comprehensive plans and approaches that businesses and organizations use to promote their products and services. Describe the following market growth matrix. (20)

- a. Market penetration
- b. Market development
- c. Product development
- d. Diversification

4. Effective marketing strategies aim to reach and engage potential customers, create brand awareness. Outline and describe the five marketing strategy auditing questions (20)

5. Development and implementation of marketing strategies and activities requires marketing management skills. Define and describe in your own words the following marketing management activities: (20)

- a. Planning
- b. Organising
- c. Implementation
- d. Control