



**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: DTVET -M	LEVEL: 6
COURSE CODE: MVT610S	COURSE NAME: MARKETING IN VET
SESSION: JUNE 2022	PAPER: (PAPER 1)
DURATION: 2 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 clearly

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

SECTION A

Question 1

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.

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

Advertising (2)

Publicity (2)

Sales promotion (2)

Public relations (2)

Direct Marketing (2)

SECTION B

Question 2: (10 marks)

2.1 This term has to do with you making the product available to customers. *(Choose only one possible answer)* (1)

- a. Product
- b. Engagement
- c. Distribution
- d. Promotion

2.2 This concept describes the achievement of your organizational goals that consist of determining the needs and wants of the target markets and delivering the desired satisfaction more effectively and efficiently than your competitors *(Choose only one possible answer)* (1)

- a. Selling Concept
- b. Marketing Concept
- c. Production Concept
- d. Market Orientation

2.3 This term refers to the process of seeking after wisest approach to marketing or knowledge about reality. *(Choose only one possible answer)* (1)

- a. Philosophy
- b. Skills
- c. Education

d. Training

2.4 This term describes that consumer will favour those widely available products and low in cost/price. *(Choose only one possible answer)* (1)

a. Product Concept

b. Production Concept

c. Selling Concept

d. Societal Marketing Concept

2.5 This concept defines that the organization's task is to determine the needs and wants of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors. *(Choose only one possible answer)* (1)

a. Production Concept

b. Product Concept

c. Societal Marketing Concept

d. Selling Concept

2.6 This concept defines the process of identifying prospective buyers, understanding them intimately, and developing favourable long-term perceptions of one's organization and its offerings so that buyers would choose them in the marketplace. *(Choose only one possible answer)* (1)

a. Production Concept

b. Selling Concept

c. Societal Marketing Concept

d. Customer Relationship Management

2.7 This term describes the goals achieved by an organization, and its primary goal is. *(Choose only one possible answer)* (1)

a. Price

b. Product

c. Profit

d. Promotion

2.8 This term defines the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably *(Choose only one possible answer)* (1)

a. Marketing

b. Management

c. Leadership

d. Marketing Mix

2.9 This process involves a salesperson (*Choose only one possible answer*) (1)

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

2.10 This concept defines anything of value exchange for the product and it also regarded as: (*Choose only one possible answer*) (1)

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

Question 3

3.1 Critically name and explain any five (5) characteristics of modern marketing (10)

SECTION C

Question 4

CASE STUDY

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

Nora has been employed for 20 years as a receptionist for G-Electronics in Windhoek, an IT company that manufactures and supply electronic equipment. The company has expanded rapidly and in the past few years has seen the need to reposition itself in the market. The daily pressures of work are high, and on this day, like most others, the employees in the various departments are absorbed in their own job activities. Nora finds it difficult to relate the importance of her job to the whole company success. The company has strategically decided to put more emphasis on marketing and create opportunities for existing staff to be promoted in areas of customer care, product quality standardization, electronic marketing and promotions apart from promising better remuneration to staff, the company has been encouraging its staff to enroll for part-time marketing courses at tertiary education institutions. Many of them have enrolled but Nora feels that she cannot cope with more responsibilities, a full-time employment and studying at the same time has proven to be hard. A senior manager has suggested the introduction and enrollment of a Marketing Training Programme for her. The idea is under discussion at management level.

1. Identify factors in the case study that inhibits learning to take place in a working environment. (5)

2. Discuss the Marketing areas of training to be given to Nora? (5)
3. Identify six factors influencing Training to take place in any organization. (6)
4. The fundamental objectives of most business are survival, profit, and growth. Marketing contributes directly to achieving these objectives. Discuss four activities that are vital to business organisation. (4)

Total: (50)