



**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: MVT610S	COURSE NAME: Marketing in VET
SESSION: July 2023	PAPER: 2
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Prof Noel Kufaine
MODERATOR:	N 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 clearly
THIS QUESTION PAPER CONSIST OF 2 PAGES – INCLUDING COVER PAGE

1. Define the following terms. (15)
 - a. Marketing strategy.
 - b. Market segmentation.
 - c. Market environment.
 - d. Customer rights.
 - e. Competitive advantage.

2. Define and describe the following market categories. (20)
 - a. Consumer markets.
 - b. Industrial markets.
 - c. Re-seller markets.
 - d. Government markets
 - e. International markets.

3. Management of marketing activities involves planning, organising, implementing, and controlling. Define and describe in your own words the following activities: (20)
 - a. Planning.
 - b. Organising.
 - c. Implementation
 - d. Control.

4. Marketing process involves Marketing opportunity analysis, Target market selection, Marketing mix development, and Management of marketing activities. Define and describe the following: (15)
 - a. Marketing opportunity analysis.
 - b. Target market.
 - c. Marketing mix.

5. Marketers need the ability to organise and interpret data in a way that can lead to important strategic decisions. Using examples, outline and describe three categories of marketing information a market will use. (15)

6. Marketing has different concepts which describe marketing situations. Demonstrate your understanding by describing the following concepts using your own examples. (15)
 - a. Production concept.
 - b. Product concept.
 - c. Selling concept.