



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: Nov 2024	PAPER: 1
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION 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 CONSIST OF 3 PAGES – INCLUDING COVER PAGE

1. Technical and Vocational Education and Training is complex and diverse. This situation may affect the marketing approaches. Based on discussions made during this course identify from the list below the marketing approach which is applicable for TVET training institution by Indicating **TRUE** or **FALSE**.
(20 Marks)

- a. Offer a variety of programs that cater to different interests and needs.
- b. Encourage current students to share their experiences and refer friends, creating a word-of-mouth marketing network.
- c. Provide sports facilities to prospective students and their families.
- d. Invest in targeted online advertisements.
- e. Highlight available scholarships, grants, and financial aid options to attract students who might be concerned about the cost of education.
- f. Tailor communication and marketing materials to the specific needs and interests of different student segments.
- g. Establish relationships with government.
- h. Collaborate with influential individuals in the education sector, such as industry experts.
- i. Collaborate with other educational institutions, businesses, and organizations to expand reach and offer unique opportunities to students.
- j. Implement targeted email campaigns to nurture leads and keep prospective students informed about program updates, application deadlines, and campus events.

2. Marketing ethics relate to the moral principles that regulate the marketing industry, encouraging honesty, fairness, and responsibility in all marketing. Identify the marketing ethics issues by indicating **TRUE** or **FALSE** from the list below.
(20 marks)

- a. Customer databases privacy and data protection.
- b. Pricing ethics, including fixing wars and fair pricing structures that are transparent as far as the customer is concerned.
- c. Persuasive market expansion.
- d. Honest representation and product claims.
- e. Market segmentation.
- f. Promoting negative images and stereotypes.
- g. Persuasion and manipulation and preying on vulnerable customer groups.
- h. Direct investment in marketing strategies.
- i. Clearly signposted promotions.
- j. Establish relationships with government.

3. An organisation must choose its route to growth and to its corporate objectives from the range of available options, and in so doing choose its marketing objectives. These describe how it aims to grow its revenue and/or market share. Define and describe the four-market growth matrix discussed in this course.
(20 Marks)

4. Business concepts have the potential to influence the marketing strategies. Briefly describe the following concepts and how they affect marketing strategy.
(20 Marks)

- a. Production concept
- b. Product concept
- c. Selling concept
- d. Marketing concept

5. One of Marketing definitions discussed in this course indicated that Marketing is putting the right product in the right place, in front of the right people, at the right price, at the right time. However, there are marketing strategic approaches which are used. Briefly describe how the following marketing strategic approaches are implemented. **(20 Marks)**

- a. Scarcity
- b. Cause-related
- c. Alliance
- d. Relationship

{END OF PAPER}