



**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: Jan 2025	PAPER: 2
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	PROF NOEL KUFAINE
MODERATOR:	MR NDAKOLUTE S. 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 3 PAGES – INCLUDING COVER PAGE

1. An organisation is able to assess if the marketing function is being sufficiently strategically guided to carry out the required activities and move towards their objectives. Identify the keys marketing strategy auditing questions by indicating TRUE or FALSE. **(20 Marks)**

- a. Is the strategy to reach the objectives clearly defined by management, and has this strategy been clearly articulated to relevant functions?
- b. Is the strategy grounded in real world?
- c. Is the strategy appropriate and relevant for the organisation's current status with regards to internal and external factors, the environment and the market?
- d. Is the strategy applicable in another organisation?
- e. Is the strategy in line with the demands of a realistic market segment, and is that market segment clearly defined and articulated?
- f. Does the strategy include a reasonable method of brand positioning, consumer targeting and an appropriate marketing mix to reach that segment effectively?
- g. Does the strategy include profit and loss?
- h. Does the name of the organisation appear visibly on the strategy?
- i. Are there sufficient resources budgeted to achieve the marketing objectives, and is that budget allocated in the most efficient way?
- j. Are the results of the marketing strategy real?

2. An organisation can reach its strategic objectives by matching its strengths and resources to available opportunities in the market. Depending on an organisation's place in the market, it may attempt to find a position of advantage with a different model or approach. Based on your understanding describe and differentiate between competitive strategy and differentiation strategy. **(20 Marks)**

3. Marketing strategies in education are crucial for institutions to attract students, build their brand, and communicate their unique value propositions. Here are some reliable markets that educational institutions can target: Identify the market targets by indicating **TRUE** or **FALSE** from the list below. **(20 marks)**

- a. Tax organisations
- b. Private institutions
- c. Government
- d. Insurance organisations
- e. Non-governmental organisations
- f. Household
- g. Private sector
- h. Development partners
- i. Agriculture organisations
- j. Higher education

4. This course aimed to develop the competencies required to develop a marketing strategy from a business strategy and understand the tools they need to implement the marketing strategy. One of the strategies discussed in this course is competitive marketing strategy. Based on what we discussed describe the following **(20 Marks)**

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

4. 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)**

5. Digital marketing reaches a wide of audience. It also offers several other advantages that can boost your marketing efforts. Based on discussion during this course describe four key benefits of digital marketing. **(20 Marks)**

{END OF PAPER}