



**ΠΑΜΙΒΙΑ UNIVERSITY**  
**OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF TECHNICAL, VOCATIONAL EDUCATION AND TRAINING**

<b>QUALIFICATION : DIPLOMA IN TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING : MANAGEMENT</b>	
<b>QUALIFICATION CODE: 06DTVM</b>	<b>LEVEL: 6</b>
<b>COURSE CODE: MVT620S</b>	<b>COURSE NAME: Marketing in VET B</b>
<b>SESSION: November 2023</b>	<b>PAPER: 1</b>
<b>DURATION: 3 Hours</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	<b>Prof Noel Kufaine</b>
<b>MODERATOR:</b>	<b>Mr Ndakolute Abraham</b>

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li></ol> <p><b>THIS QUESTION PAPER CONSIST OF 3 PAGES – INCLUDING THE COVER PAGE.</b></p>

**1. Marketing as a concept requires a definition. Based on your understanding indicate whether the following definitions are True or False (10)**

- a. Marketing is the action or business of promoting and selling products or services.
- b. Marketing is the building of a relationship between a company, a product, and a consumer.
- c. Marketing is the act of connecting customers to products.
- d. Marketing is defining a customer's problem and solving it with your product.
- e. Marketing is putting the right product in the right place, in front of the right people, at the right price, at the right time.

**2. Marketing strategies in education are used to communicate their unique value propositions to attract students. Describe how you would use the following marketing strategies in TVET context (30)**

- a. Branding
- b. Social Media Engagement
- c. Influencer Partnerships
- d. Email Campaigns
- e. Leverage Alumni Networks
- f. Personalization
- g. Scholarships and Financial Aid Promotion
- h. Online Advertising
- i. Responsive Customer Support
- j. Engage High Schools

**3. Marketing in VET course introduced us to different marketing strategies, terms and concepts. Using your understanding describe the following terms and concepts (20)**

- a. Product differentiation
- b. Promotional differentiation
- c. Pricing differentiation
- d. Brand differentiation
- e. Market expansion
- f. Market share gain
- g. Market maintenance
- h. Market niche strategies
- i. Marketing strategy
- j. Marketing Environment

**4. Marketing strategy approaches are the fundamental frameworks and methodologies that guide organizations in developing their marketing plans and achieving their goals. Describe how the following marketing approaches can be used in TVET (20)**

- a. Scarcity marketing approach
- b. Cause-related marketing approach.
- c. Alliance marketing approach.
- d. Relationship marketing approach
- e. Be Seen, Be Heard marketing approach

**5. Marketing strategies are influenced by organisation business concepts and philosophies. Describe the following business concepts and how they can influence Marketing in an organisation. (20)**

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

**END OF QUESTION PAPER**