higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

(3041022)

12 November 2024 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING COMMUNICATION
NQF LEVEL 2
TIME: 3 HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 The types of communication used in advertising includes printed media.

1.2 The quantitative technique is one of the methods of identifying a potential customer's need for a product or service.

1.3 It is important for the marketing department to find customer needs, so the organisation can locate their marketing resources accordingly.

1.4 Consumer orientation means to be focused on making a profit.

1.5 The marketing communication mix consists of the 4 P's.

1.6 A complaint occurs when a customer is dissatisfied with something.

1.7 Internal communication deals with the exchange of information within the organisation.

1.8 PRISA is the professional body which represents the interests of the public relations and communication management professionals in Southern Africa.

1.9 Persuasive communication is directed towards ultimately changing another person's behaviour.

1.10 The communication model is one of the communication techniques that promote successful communication with customers.

1.11 Market segmentation refers to the target market being divided into practical markets.

1.12 Interest is one of the methods to generate profitable marketing ideas.

1.13 A salutation in a business letter refers to the position of the person in the organisation.

1.14 External communication is communication with individuals or groups outside the organisation.

1.15 The role of marketing communication in generating marketing ideas is to promote the organisation's image.

(15 × 1) **[15]**

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QUESTION 2

Choose an option from the list below to complete each of the following sentences. Write only the answer next to the question number (2.1–2.15) in the ANSWER BOOK.

written communication; business-to-business; business-to-consumer; focus group; proxemics; experimentation; personal interviews; reference number; mail survey; observation; kinesics; conciliation; surveys; mediation; letterhead

2.1 … involve(s) watching people and situations, no questions asked.

2.2 … take(s) place when a trained person tries to solve the problem.

2.3 … collect(s) data through asking direct or indirect questions.

2.4 … is/are the art of helping people with disputes and finding a lasting solution.

2.5 Test marketing is a method of … whereby a product is given to specific people from various target markets, to use, test and evaluate.

2.6 A business selling products or services to another organisation is called … .

2.7 A … is used to keep track of correspondence to a specific customer.

2.8 The … of an organisation contains its logo and address.

2.9 A … is facilitated by an interviewer that asks specific questions to the group with regard to a specific subject.

2.10 In … marketing the approach is to directly sell products to end users.

2.11 … can be conducted by a trained person in a public place.

2.12 A … is a list of pre-designed questions, mailed to houses.

2.13 … refers to body movements, gestures, facial expressions and posture.

2.14 … refers to the study of distance, space or contact in human communication.

2.15 ... makes a message official.

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Advertising is used to make known what we want to sell or want to buy.

3.1.1 Name FOUR purposes of advertising. (4)

3.1.2 State FIVE advertising objectives. (5)

3.2 Various elements are involved in the communication process.

Name EIGHT elements of the communication model. (8)

3.3 Name THREE of the various methods that are used in a business to generate marketing ideas. (3)

3.4 Write a response to a letter of complaint based on the following scenario:

You are the communication manager of your local municipality and received a letter of complaint from an unsatisfied client. The client is complaining about wrong billing on his rates and taxes. (10)

[30]

QUESTION 4

Read the case study below and answer the questions.

You are employed as a marketing officer at your college. Part of your duties is to design flyers, adverts and communication messages for your organisation.

4.1 Use ONE page in your ANSWER BOOK, to design a flyer where you promote the Marketing NCV Level 2 course offered at your college. Pay special attention to the AIDA principle as well as copywriting, visualising and layout. (15)

4.2 The marketing communication planning process is also known as the marketing plan.

Name the EIGHT stages of the marketing communication planning process. (8)

4.3 State FIVE key roles of marketing communication in the overall marketing process. (5)

4.4 Define the term *persuasive communication* in relation to its role in marketing communication. (2)

[30]

QUESTION 5

5.1 Various mediums or types of marketing communication can be used by an organisation. Choose a marketing communication element from the following list that matches each of the pictures below. Write only the answer next to the question number (5.1.1–5.1.4) in the ANSWER BOOK.

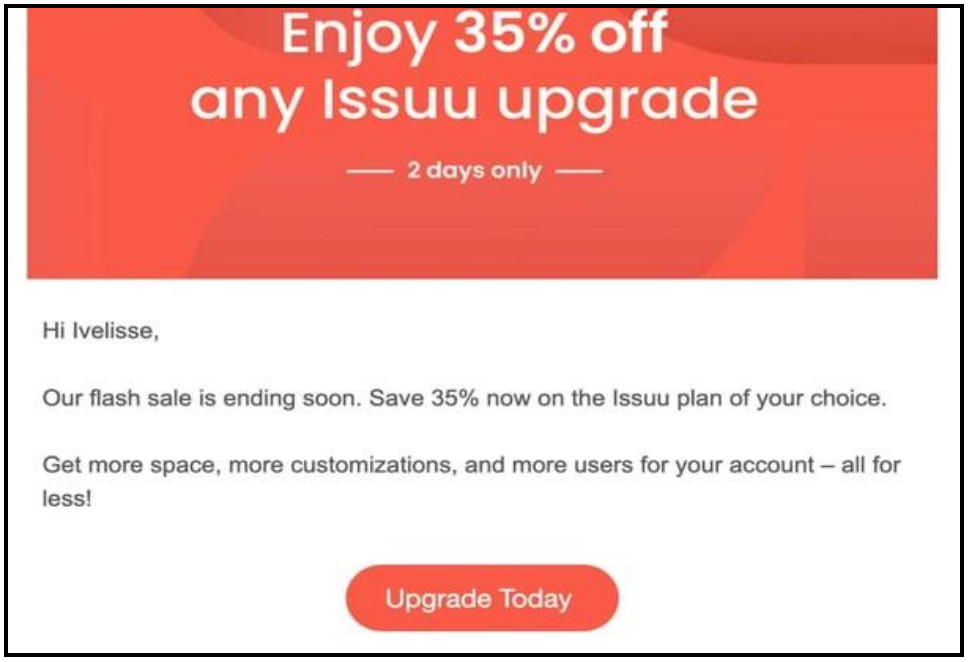
sales promotion; personal selling; sponsorship; direct marketing

5.1.1



[https://d1csa755d4bc1f93b093c252d25a95d333c19_screen.jpg?ts=1664715992]

5.1.2



[https://d1csa755d4bc1f93b093c252d25a95d333c19_screen.jpg?ts=1664715992]

5.1.3



[https://www.ringy.com/hsfs/hubfs/jpg?width=800&height=533&name=.jpg]

5.1.4



[https://images.axios.com/jU=/0x0:1920x1080/1920x1080/2019/08/12/156561]

(4 × 2) (8)

5.2 Based on your answer to QUESTION 5.1.4, who is the target market for this type of marketing communication? (2)

5.3 Name FIVE successful communication elements. (5 × 1) (5)

5.4 Any factor that changes or confuses a message, competes against communication or prevents a message from being received, is called a communication barrier.

Name FIVE types of communication barriers. (Any 5 × 1) (5)

5.5 Marketing communication plays a vital role in promoting the company's product and image.

Name FIVE characterisctics of marketing communication. (5 × 1) (5)

5.6 If you communicate successfully with your customers you will be able to build a strong and lasting relationship with them.

Name FIVE ways in which successful communication with customers can be obtained. (5 × 1) (5)
[30]

QUESTION 6

6.1 Explain the following elements of the marketing mix:

6.1.1 Product

6.1.2 Price

6.1.3 Place

6.1.4 Promotions

(4 × 2) (8)

6.2 Customer service is the sum of what an organisation does to meet customer expectations and produce customer satisfaction.

Name FIVE requirements of customer services. (5 × 1) (5)

6.3 Name and describe FOUR types of communication used in advertising.
(Any 4 × 2) (8)

6.4 There are various forms of written communication in business.

Name FIVE forms of written communication. (Any 5 × 1) (5)

6.5 Briefly describe the acronym AIDA principles. (4 × 1) (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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