higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 4

(3041024)

12 November 2024 (X-paper)
09:00–12:00

This question paper consists of 6 pages and 2 addenda.

081Q1N2412

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING COMMUNICATION
NQF LEVEL 4
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. Answer QUESTION 5.1 and 5.3 on the ANSWER SHEETS (attached). Write your EXAMINATION NUMBER in the spaces provided, detach from the question paper and hand in with the ANSWER BOOK.
6. Use only a black or blue pen.
7. 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 Editing means carefully checking for errors in a text before it is published or shared.

1.2 One of the reasons for forwarding communication in a business is to keep all interested parties informed.

1.3 In order to deliver or return work within agreed time frames, you have to know the deadlines.

1.4 A timetable is a plan that shows one how to use one's resources.

1.5 Proofreading is the process of reviewing and changing a document to ensure that it communicates the message effectively without any language or typing errors.

1.6 The conclusion is one of the components of a marketing proposal.

1.7 The Broadcasting Act 4 of 1999 is one of the acts that controls advertising and marketing in South Africa.

1.8 One of the reasons for printing copies of a PowerPoint presentation is because the power might fail in the venue and you might need to continue with the presentation.

1.9 A computer is one of the pieces of equipment used for giving a presentation.

1.10 A good presenter speaks clearly during the presentation.

1.11 When designing a PowerPoint presentation, one must use letters and images that are big enough so that even people at the back could see.

1.12 Avoid colloquialism at all times if you want your audience to follow your presentation.

1.13 Body language is appropriate nonverbal language that promotes goodwill actions.

1.14 A statement of intent is a document that gives details about the product or service that you can provide to meet the prospective customer's needs.

1.15 A legal offer is a proposal that complies with the law to give something in return for something else.

(15 × 1) **[15]**

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QUESTION 2

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–O) next to the question number (2.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Traditional poems typical of a particular culture	A	forms of expression
2.2	Things that you could do, but are not forced to do, when with people from other cultures	B	constraints
2.3	Issues that may cause problems across culture	C	cross-cultural behaviour
2.4	Ways in which people demonstrate their culture	D	appendices
2.5	Interaction with people from different cultures	E	cross-cultural concerns
2.6	Things that you should never do when with people from a certain culture	F	diversity
2.7	Meeting where a client will give information to a service provider	G	perception
2.8	Respect and good manners	H	appropriate interaction
2.9	Unique feelings, attitudes and images people have of different things	I	marketing brief
2.10	Separate section that provides brief information about your organisation	J	propriety
2.11	Things you should do to show respect for people from other cultures	K	cultural adiaphora
2.12	Limitations or restrictions that make it difficult to do something	L	cultural imperatives
2.13	Communication that is suited to the situation	M	cultural exclusives
2.14	Inclusion of many different types of people or things	N	folk rhymes
2.15	Section or table of subsidiary matter at the end of a book or document	O	executive summary

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Define each of the following concepts:

3.1.1 Stereotype

3.1.2 Prejudice

3.1.3 Marketing

(3 × 2) (6)

3.2 Discuss the impact each of the following stakeholders have on an organisation:

3.2.1 Employees

3.2.2 Suppliers

3.2.3 Local community

3.2.4 Media

3.2.5 Consumers

(5 × 2) (10)

3.3 List FOUR elements of various cultures found in South Africa. (4)

3.4 Name FIVE ways in which a communication officer can improve his/her listening skills. (5)

3.5 Name FIVE necessary resources for the presenter of a marketing brief. (5)

[30]

QUESTION 4

4.1 List FIVE methods of influencing customers and colleagues towards a positive marketing culture in an organisation. (5)

4.2 Give FIVE specific legal requirements to keep in mind when developing a marketing proposal. (5 × 2) (10)

4.3 Create a checklist with FIVE questions to ensure all criteria for developing a marketing proposal are met or not met. (10)

4.4 State FIVE instances in which one can write a marketing proposal. (5)

[30]

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QUESTION 5

5.1 Identify each of the presentation visual aids shown on ANSWER SHEET 1 (attached). Submit the answer sheet with the answer book. (5)

5.2 Name FIVE ways in which a presenter can create audience goodwill. (5)

5.3 Give the correct present and past tenses of the verbs on ANSWER SHEET 2 (attached). Submit the answer sheet with the answer book. (15)

5.4 Name FIVE aspects that a PowerPoint presentation of a marketing proposal should include. (5)

[30]

QUESTION 6

6.1 Use the information below to create a progress report for Teboho Mokoena for term 1.

INFORMATION

Teboho Mokoena attended the North Riding TVET College in 2025.

He completed six subjects and obtained the following results: Marketing 84%, Marketing Communication 92%, Advertising and Promotions 80%, Consumer Behaviour 90%, Maths Lit 84% and English 78%.

Of the 120 college days, Tebogo attended 95 days and was absent for 25 days. (10)

6.2 What are FIVE questions to ask when designing a press release? (5 × 2) (10)

6.3 Name FIVE things to note when registering a complaint from a customer. (5)

6.4 Name FIVE types of information that can be stored in a marketing database. (5)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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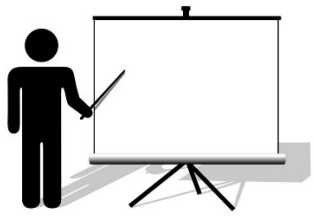
ANSWER SHEET 1 **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

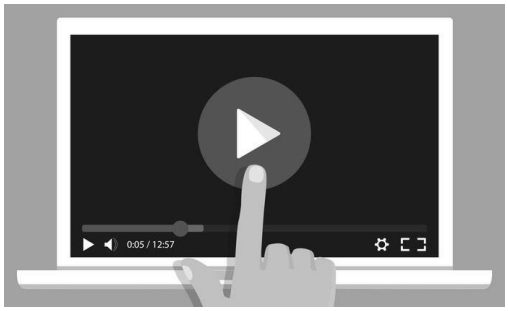
5.1 Presentation visual aids:





5.1.1 _____ 5.1.2 _____





5.1.3 _____ 5.1.4 _____



5.1.5 _____

(5 × 1) (5)

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ANSWER SHEET 2 **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

5.3 Tense:

PAST TENSE	PRESENT TENSE
(5.3.1) …	Think
(5.3.2) …	Lay
(5.3.3) …	Quit
(5.3.4) …	Put
Saw	(5.3.5) …
Flew	(5.3.6) …
(5.3.7) …	Go
(5.3.8) …	Dream
(5.3.9) …	Buy
(5.3.10) …	Sing
(5.3.11) …	Speak
(5.3.12) …	Swim
(5.3.13) …	Eat
Had	(5.3.14) …
(5.3.15) …	Understand

(15 × 1) (15)

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