higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

(3041023)

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

This question paper consists of 8 pages and 2 addenda.

141Q1N2413

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MARKETING COMMUNICATION
NQF LEVEL 3
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 black or blue ink.
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 (1.1.1–1.1.15) in the ANSWER BOOK.

1.1 Marketing can be defined as a place or area where consumers and sellers meet.

1.2 Producer, place and price are elements of the marketing mix.

1.3 Sales promotion is used as a promotional tool through which a business offers some motivation for consumers to buy its products or services.

1.4 Process is one of the elements of the extended marketing mix.

1.5 The colour black is emotionally associated with peace and growth.

1.6 The creative principles of marketing communication should be used in accordance with the organisation’s requirements.

1.7 Completeness is one of the components of the creative principles of marketing communication.

1.8 Internal referral is when you refer the customer query to someone outside of the organisation.

1.9 External referral is a short note to another person in the same organisation.

1.10 Invoice is a document that shows information about the product or service that was sold as well as the price the customer must pay.

1.11 An apology letter is one of the documents involved when a business does business with an unsatisfied customer.

1.12 One of the advantages of using signage in a marketing campaign is that it is flexible.

1.13 Fringe benefits are a form of motivation a sales manager can use to motivate his/her sales personnel.

1.14 According to Maslow’s hierarchy of needs, safety involves love, affection and being part of groups.

1.15 A bonus can be explained as the extra payment for outstanding work.

(15 × 1) **[15]**

QUESTION 2

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 Any tangible item that the company is offering for sale:

A Physical evidence
B Promotion
C Process
D Product

2.2 Components of the marketing mix:

A Products
B Prices
C Promotions
D All of the above

2.3 The combination of two or more forms of marketing used to sell a product or service:

A Operations marketing
B Marketing management
C Integrated marketing
D Marketing research

2.4 One of the components of the '4Ps' of marketing:

A Promotion
B Target market
C Sales promotion
D None of the above

2.5 A list of items to be discussed during the meeting:

A Minutes
B Agenda
C Memorandum
D None of the above

2.6 A type of business that is owned by one person:

A Partnership
B Sole proprietor
C Company
D All of the above

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2.7 A fixed regular payment, typically paid on a monthly basis but often expressed as an annual sum, made by an employer to an employee:

A Commission
B Salary
C Wages
D None of the above



2.8 The factors influencing integrated marketing communication:

A Experienced consumers
B Global markets
C Weaker impact of the communication message
D All of the above

2.9 The colour is emotionally associated with happiness.

A Yellow
B Black
C Orange
D White

2.10 Refers to the activities taken to control the movement of stock in and out of the organisation.

A Sales contract
B Stock ordering
C Stock control
D Stock taking



2.11 This person makes the directors aware of all the laws and regulations that apply to the organisation.

A CEO
B Secretary
C Auditor
D None of the above

2.12 This institute is responsible for training and developing the marketers to ensure that they meet customer needs.

A IMM
B Consumer Court
C ICASA
D All of the above

2.13 One of the elements of a survey.



A Objectives
B Purpose
C Mission
D None of the above

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2.14 The telephonic transmission of scanned-in printed material, including text or images.

A Email
B Internet
C Fax
D None of the above

2.15 The department that deals directly with the clients.

A Research services
B Media services
C Account management services
D Creative services

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Integrated marketing communication tools are the elements that are used as part of integrated marketing communication. Explain the following integrated marketing communication tools:

3.1.1 Advertising

3.1.2 Personal selling

3.1.3 Publicity

3.1.4 Sponsorship

3.1.5 Public relations

(5 × 2) (10)

3.2 Identify FIVE objectives of integrated marketing communication. (5)

3.3 Creative principles are guidelines that marketers use to create effective marketing communications.

Explain FIVE reasons why creative principles of marketing communications are used in marketing campaigns. (5 × 2) (10)

3.4 One of the purposes of taking minutes of a meeting is to inform those who were absent of what happened during the meeting.

Name FIVE characteristics of good minutes. (5)

[30]

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QUESTION 4

Study the case study in ADDENDUM A and answer QUESTION 4.1:

4.1 The press release attached in ADDENDUM A does not adhere to the guidelines of writing a good press release. Create a good press release for Eskom, using the information in ADDENDUM A. (15)

4.2 Identify FIVE elements that should appear in a survey. (5)

4.3 Marketing Factory Company will hold its departmental meeting at the company's boardroom on the 22 December at 14:00 to discuss issues relating to sales and marketing campaigns. Items on the agenda are as follows:

Closure
Any other business
Opening and welcome
Apologies
New matters: sales figures, campaign ratings, advertising strategies
Announcement: Date of the next meeting

Using the information provided above, create an agenda for the departmental meeting of Marketing Factory Company on ADDENDUM B. (10)
[30]

QUESTION 5

5.1 Aggressiveness is simply assertiveness that has been pushed too far.

Discuss FIVE methods of turning aggressiveness into assertiveness. (5 × 2) (10)

5.2 Non-verbal communication plays a vital role during a presentation.

Give FIVE examples of non-verbal communication that should NOT be used by a presenter. (5)

5.3 List FIVE examples of visual presentation aids that a presenter can make use of during a presentation. (5)

5.4 Consumers are motivated by certain factors when purchasing or using products.

List FIVE motivations consumers can experience. (5 × 2) (10)
[30]

QUESTION 6

6.1 The board of directors is one of the most important stakeholders and plays a big role in a company.

Name FIVE roles of the board of directors in a company. (5)

6.2 The Advertising Standards Authority (ASA) is one of the regulatory bodies in South Africa that regulates the marketing industry.

Briefly explain the FIVE main guiding principles of the Adverting Standards Authority (ASA). (5)

6.3 Customers use one or both of the two communication methods when they address enquiries to the organisation, namely verbal and written enquiries.

Distinguish between *verbal enquiries* and *written enquiries*. (2 × 2) (4)

6.4 When you receive complaints from customers about your products and services, it is important to respond promptly.

Name FIVE steps to take when you receive complaints from customers. (5)

6.5 Once you have gathered all the information that you want to use in your presentation, you must structure it in a logical way so that it makes sense to the audience.

Name FOUR ways in which you can structure your information logically. (4)

6.6 A sales letter is a letter that a marketer writes to a potential customer to invite the customer to place an order or request more information.

Describe SEVEN elements relating to the format of a sales letter. (7)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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ADDENDUM A

Eskom teams are working tirelessly to return these generating units to service.

Breakdowns are currently at 16 210MW of generating capacity while the capacity out of service for planned maintenance is 5 894MW.

ENDS
071 711 5555/ 012 222 2222

Stage 6-load shedding will be implemented from 05:00 on Tuesday until further notice.

September 4, 2025

The delay in returning to service a generating unit each at Hendrina and Tutuka power stations is also contributing to the current capacity constraints.

We would like to thank those who do heed the call to use electricity sparingly and efficiently, including switching off geysers and pool pumps from 17:00 to 21:00, as this lowers demand, helps in alleviating the pressure on the power system, and contributes to lower stages of load shedding.

MEDIA STATEMENT:

ENDS
071 711 5555/ 012 222 2222
www.eskom.co.za

Since yesterday, a generating unit each at Kriel and Medupi power stations was taken offline for repairs. In the same period a generating unit at Arnot, Kendal, Kriel and Lethabo power stations were returned to service.

Monday, 04 September 2025: With the increase in planned maintenance, as previously communicated and the loss of a further two-generation units today, Stage 6 load shedding will be implemented from 05:00 on Tuesday until further notice.

[Source: *https://www.eskom.co.za/category/news/*]

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ADDENDUM B

EXAMINATION NUMBER: | | | | | | | | | | | | | | |



Source: https://99designs.com/inspiration/logos/marketing

Venue:
Date:
Time:

AGENDA

1. _____
2. _____
3. _____
   3.1 _____
   3.2 _____
4. _____
5. _____
6. _____

Signature: _____ **Date:** _____
Chairperson

Signature: _____ **Date:** _____
Secretary

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