higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

(3041022)

7 November 2022 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

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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 question on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 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.

1.1.1 The basic communication model is mainly used for a person sending a message to another person without attention to the response.

1.1.2 Horizontal communication is communication at the same level of an organisation.

1.1.3 Quantitative marketing is research that focuses on groups and advisory panels.

1.1.4 Sales promotion involves a person speaking to an audience with the product on hand.

1.1.5 A product is an item or service that you sell to serve a customer's need or want.

1.1.6 A complaint happens when a customer is satisfied with the product or service.

1.1.7 Marketing communication promotes the image of an organisation.

1.1.8 A consumer is anyone who buys a product or service for personal consumption.

1.1.9 Persuasive advertising does not have any impact on the way we think or behave.

1.1.10 Nonverbal communication is communication that involves communication by means of any method other than spoken or written words.

1.1.11 Publicity is not an example of personal selling.

1.1.12 The aim of effective communication is to be friendly and respectful to customers at all times.

1.1.13 The marketing department will not be able to make appropriate marketing decisions without reliable data.

1.1.14 The image of a business will improve when customer complaints are ignored.

1.1.15 Advertisers may use various techniques to persuade a customer to buy.

(15 × 1) (15)

1.2 Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A–O) next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Body language	A	The right way of behaving in an organisation
1.2.2	Customer	B	Communication between a manager in a retail firm and a clerk at a supplying wholesaler on a client's complaint
1.2.3	Slogan	C	Department responsible for maintaining good relationships with customers and other companies
1.2.4	Message	D	The section that is responsible for the design of an advertisement in an organisation
1.2.5	Diagonal communication	E	Refers to gestures, poses, movements and expressions that a person uses to communicate
1.2.6	Encoding	F	The formulation of a message so that it will motivate the audience to act in a specific manner
1.2.7	Public relations	G	An idea or thought from a sender
1.2.8	Policy	H	A principle of action adopted by a business
1.2.9	Ethics	I	Lower prices you can trust always
1.2.10	Marketing department	J	A person who buys goods and services
1.2.11	Audience	K	A face-to-face sales/presentation between the sales person and the customers
1.2.12	Etiquette	L	A type of communication used to change the customer's belief system
1.2.13	Experimentation	M	The person/companies that are being targeted
1.2.14	Persuasive	N	A code of behaviour within a specific environment
1.2.15	Personal selling	O	One of the methods to collect data

(15 × 1) (15)
[30]

TOTAL SECTION A: 30

SECTION B

Answer all the questions in SECTION B.

QUESTION 2

2.1	Differentiate between *verbal communication* and *nonverbal communication*.	(2 × 2)	(4)
2.2	List FOUR examples of nonverbal communication.	(4 × 1)	(4)
2.3	Name FIVE ways of ensuring successful communication when communicating with customers.	(5 × 1)	(5)
2.4	Name FOUR methods of generating creative marketing ideas.	(4 × 1)	(4)
2.5	List FIVE methods of promotion.	(5 × 1)	(5)
2.6	List FOUR factors that influence the role of marketing communication in the marketing process.	(4 × 1)	(4)
2.7	The marketing mix is also known as the 4Ps. Name FOUR elements of the marketing mix.	(4 × 1)	(4)
			[30]

QUESTION 3

3.1	Define the term *brainstorming*.		(2)
3.2	Identify THREE rules to be followed when using the brainstorming method.	(3 × 1)	(3)
3.3	Name SEVEN important things that need to be remembered when dealing with customers.	(7 × 1)	(7)
3.4	Name SEVEN objectives of advertising.	(7 × 1)	(7)
3.5	Name TWO structural elements of good communication.		(2)
3.6	Give FOUR purposes of an advertisement in marketing.	(4 × 1)	(4)
3.7	Data can be collected in various ways. Name FIVE ways in which data can be collected.	(5 × 1)	(5)
			[30]

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QUESTION 4

4.1 McMillan Publishers has four managers who head different departments. Mr Maduma is the marketing director, and he manages the sales, advertising, and public relations departments.

Using the scenario above, draw up the organisational structure of McMillan Publishers. (6)

4.2 Identify FOUR communication techniques used to promote successful communication with customers externally. (4 × 1) (4)

4.3 Terry brought a brand-new watch from Watch Republic. On arrival at home, he found that the top glass of the watch was moving a bit, so he decided to return the watch to the store. When he returned to the store, he was very angry and shouting at the manager.

4.3.1 State FIVE ways/practices on how to communicate with customers when handling a complaint. (5 × 2) (10)

4.3.2 Discuss FIVE procedures to maintain quality and customer service standards in the business. (5 × 2) (10)

[30]

QUESTION 5

Study the advertisement below and answer the questions that follow:



[Source: *https://www.mtn.co.za/home/*]

5.1 What product is being advertised? (1)

5.2 Who is the advertiser in the advertisement? (1)

5.3 State FOUR benefits that customers will gain from the above advert. (4 × 1) (4)

5.4 What is the brand name of the product being advertised? (1)

5.5 State FOUR types of communication with examples that can be used for the advertised product. (4 × 2) (8)

5.6 State FIVE key roles of marketing communication in the overall marketing process. (5 × 1) (5)

5.7 Name and explain FOUR physiological needs that should be considered when drafting or designing advertisements like these. (4 × 2) (8)

5.8 Name TWO technologies that can be used in persuasive advertising. (2 × 1) (2)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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