higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

(3041022)

16 November 2023 (Y-paper)
13:00–16:00

This question paper consists of 8 pages and an addendum.

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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 Marketing mix is a concept that is also known as the 4Ps.

1.2 Open-ended questions need 'yes' and 'no' responses.

1.3 Core benefit refers to the benefits that a consumer will experience when using the product.

1.4 Instore promotion involves testing or smelling of a new product.

1.5 Voice control is the most important tool when conveying a message.

1.6 Brand is the trademark that helps people to identify a product.

1.7 Needs refer to things you would like, but which are not really necessary.

1.8 A good advertisement that is based on the AIDA principle always draws customers' attention.

1.9 Motivation is an example of a need, according to Maslow's hierarchy of needs.

1.10 Copy style is a term used to describe the main text used in an advertisement.

1.11 Visualisation refers to the use of sound, cartoons and images to capture the attention of the customers.

1.12 A branded college car is an example of outdoor advertisement.

1.13 Copy writing focuses on the logical pattern of words.

1.14 A good layout emphasises all the important words and the scope of the text used in the message of the advertisement.

1.15 Sociocultural system refers to the social and cultural environment that a person grows up or lives in.

(15 × 1) **[15]**

QUESTION 2

Choose a/an term/item 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	The person to whom the sender sends the message	A	letter head
2.2	The reaction of the receiver to the message	B	macro marketing environment
2.3	The group of consumers, with similar needs, on whom the organisation is focused, to use its product and services	C	etiquette
2.4	Happens when a salesperson communicates directly with the customer	D	feedback
2.5	The department that ensures that there is a good relationship between customers and the company	E	market environment
2.6	Is the exchange of information within the organisation	F	micro marketing environment
2.7	Refers to appropriate manners/ behaviour towards customers	G	internal communication
2.8	When a trained person tries to solve the problem	H	public relations
2.9	An example of good customer service	I	personal selling
2.10	Salutation	J	target market
2.11	A page that has the organisation's logo and address printed on top	K	being polite and helpful
2.12	Consist of customers and competitors in the target market	L	receiver
2.13	Conditions in which a company or sector operate	M	globalisation
2.14	This refers to the internal strengths and weaknesses of the organisation that could impact the future of the organisation	N	conciliation
2.15	Refers to the spread of the flow of financial products, goods, technology, information and jobs across national borders and cultures	O	greetings in a letter

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Define the following concepts:

3.1.1 Verbal communication

3.1.2 Non-verbal communication

(2 × 2) (4)

3.2 Identify any TWO factors that influence non-verbal communication. (2)

3.3 Give FOUR examples of communication barriers. (4)

3.4 The communication model comprises various elements. Illustrate the elements of the communication model, using a diagram. (10)

3.5 Name FIVE methods used to generate a profitable marketing idea. (5)

3.6 List FIVE types of advertising media that can be used to advertise a product or services. (5)

[30]

QUESTION 4

4.1 Name THREE marketing communication concepts related to marketing. (3)

4.2 Name FOUR methods used to generate creative marketing ideas. (4)

4.3 Customers often complain about products and services.

Name FIVE ways of handling customer complaints. (5)

4.4 What is *customer service*? (1)

4.5 Identify FIVE oral communication techniques that influence customer service, according to the requirements for marketing communication. (5)

4.6 Briefly discuss FIVE procedures to maintain the quality of customer service and customer service standards. (5)

4.7 List FOUR examples of external communication. (4)

4.8 Give THREE strategies used for persuasive purposes. (3)

[30]

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QUESTION 5

5.1 Name FIVE guidelines to write an effective business letter. (5)

5.2 Name FIVE important tips on how to become a good active listener, to promote successful communication with customers. (5)

5.3 Give the acronym of the following:

5.3.1 PRISA

5.3.2 ASA

(2 × 1) (2)

5.4 List FIVE types of marketing communication. (5)

5.5 Explain FIVE principles of persuasive marketing communication. (5)

5.6 List FIVE aims of marketing communication that contribute to the success of marketing campaigns. (5)

5.7 Data collection follows certain principles to gather information from consumers.

Name THREE instruments that can be used to collect data from consumers. (3)

[30]

QUESTION 6

Study the picture below and answer the questions that follow:



[*Source: www.google/images.co.za*]

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

6.2 What product is being advertised? (1)

6.3 Identify the medium used to advertise the product. (1)

6.4 What techniques is being used to persuade the customer to buy the product? (1)

6.5 What catchy words were used in the advertisement? (1)

6.6 Which company is advertising the product? (1)

6.7 Identify the slogan used in the above advertisement. (1)

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6.8 Give ONE example of body copy in the advertisement. (2)

6.9 Identify the target market of the above advert. (1)

6.10 Customers' needs and desires influences the approach to the design of an advertisement.

Name FIVE approaches to advertising that could be used by the company advertising above. (5)

6.11 The advertisement must be powerful enough to attract consumers' attention.

Name FIVE ways to grab customers' attention to an advertisement. (5)

6.12 The marketing department focuses primarily on customer needs and desires. Using ADDENDUM A (attached), fill in the pyramid of Maslow's hierarchy of needs. (10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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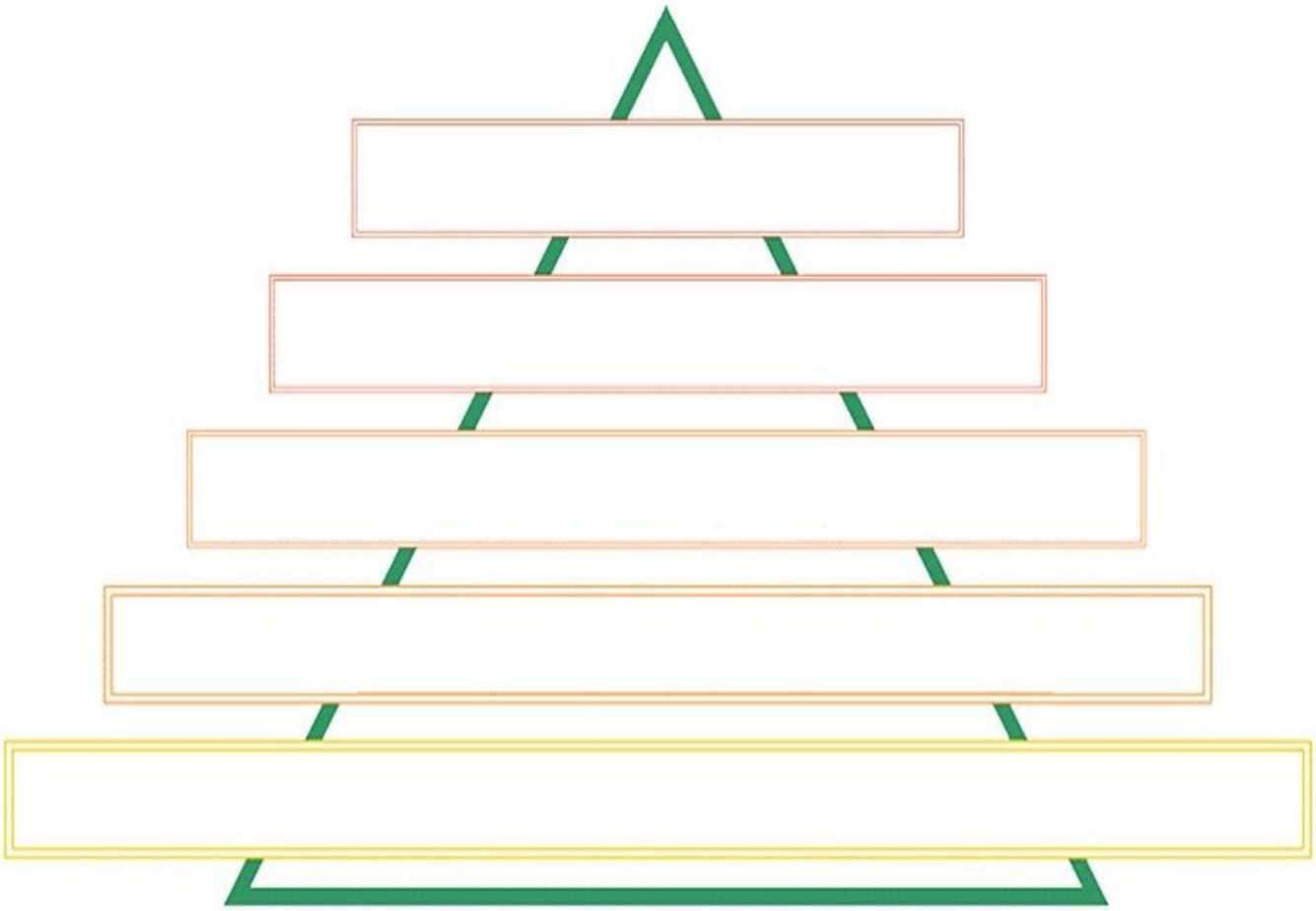
EXAMINATION NUMBER: | | | | | | | | | | | | |

ADDENDUM A

Maslow's hierarchy of needs



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