higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

(3041023)

8 November 2022 (X-paper)
09:00–12:00

This question paper consists of 7 pages.

157Q1N2208

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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

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 emotional associations with the colour green are danger, evil and elegance.

1.2 The creative services section in the adverting agency includes artists who draw illustrations and copywriters who write text for advertisements.

1.3 Brainstorming is when a group of people discuss and share different ideas to identify the best idea.

1.4 Marketing communication is a document in which the organisation explains what product it will sell and at what price, where it will sell it and how it will make the consumer aware of it.

1.5 Experienced consumers are one of the factors that affect integrated marketing communication.

1.6 The first step in the integrated marketing communication process is budget.

1.7 One of the purposes of taking minutes during the meeting is to outline commitments.

1.8 Email can also be used to distribute the minutes of the meeting.

1.9 One of the reasons why the minutes should be distributed promptly is because departments and key people can delay necessary actions, while they wait for the minutes.

1.10 The institute of marketing management is responsible for making regulations and policies that regulate the broadcasting and telecommunication industry.

1.11 ICASA is responsible for protecting the rights of consumers.

1.12 One of the tasks performed by the human resources department in an organisation is to advertise positions.

1.13 Shareholders form part of the legislated positions in the organisation for which duties and tasks are prescribed in an act.

1.14 The secretary's role in the company includes acting as a leader to the managers and staff in the business.

1.15 Safety and security motivation is the first step in Maslow's hierarchy of needs.

(15 × 1) **[15]**

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QUESTION 2

Choose the description from COLUMN B that matches an item in COLUMN A by writing only the letter (A–O) next to the question number (2.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1.	Storyboard	A	anything that causes a process to start
2.2	White	B	elements in an advertisement that you can see
2.3	Orange	C	the advantage that people get from acting in a certain way
2.4	Audio	D	a series of sketches that shows different choices for using the creative concept
2.5	Visuals	E	a business owned by two to 20 people
2.6	Motivation	F	energy
2.7	Stimulus	G	hearing elements of marketing communications
2.8	Reward	H	a business owned by one person only
2.9	Jingles	I	the basic idea that the advertising agency will use for the advertisement
2.10	Creative concepts	J	wholesomeness and purity
2.11	Creative strategies	K	short songs used in an advertisement
2.12	Global markets	L	business is owned by not more than 10 people
2.13	Partnership	M	the reasons behind someone's actions
2.14	Close corporation	N	ways in which marketers use creative elements to persuade consumers to buy their products and services
2.15	Sole proprietor	O	a factor that affects integrated marketing communication
		P	press releases and sales letters

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Integrated marketing communication is about bridging the communication gap between the producer and consumer.

Name FIVE objectives of integrated marketing communication. (5)

3.2 List FIVE integrated marketing communication tools that are used in marketing. (5)

3.3 When an organisation does business with customers, some documents need to be filled by both the customer and employees of the organisation.

List and describe FIVE types of documentation that should be filled by the customers and the employees of the organisation. (5 × 2) (10)

3.4 The format, or appearance, of the written replies, is extremely important to create a professional image for the organisation.

Name FIVE formats/elements of the letter. (5)

3.5 The 4ps (product, price, promotion, and place) are the traditional elements of the marketing mix.

Name THREE extended elements of the marketing mix. (3)

3.6 Define the concept of *marketing.* (2)

[30]

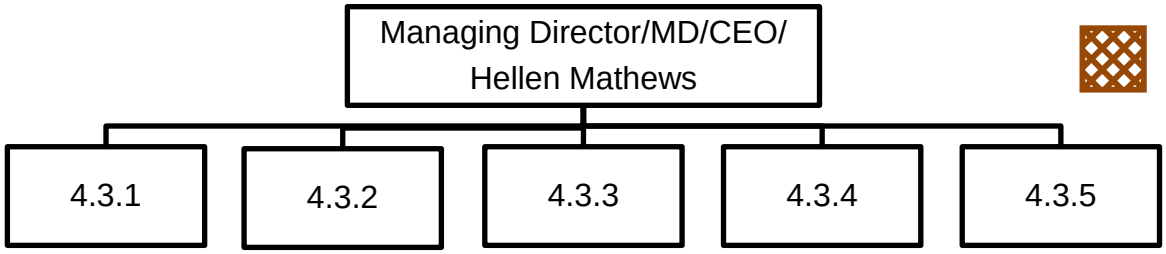
QUESTION 4

4.1 Name and explain FOUR examples a sales manager can use to motivate his/her sales personnel. (2 × 4) (8)

4.2 Hellen Mathews, a senior sales manager at Universal Marketing, has decided to call a sales department meeting, which will be held on 20 December.

Draft an agenda for the Universal Marketing sales department to be held on the date indicated. (NOTE: the items on the agenda must be in sequential order) (10)

4.3 Below is the organogram of Universal Marketing.



Draw the same organogram in your answer book and fill in the empty boxes with the relevant departments that might exist at Universal Marketing. (5 × 2) (10)

4.4 List TWO examples of the creative elements of marketing communication. (2)

[30]

QUESTION 5

5.1 Part of Hellen Mathews' responsibilities as a sales manager is to conduct a presentation to internal and external stakeholders of the business.

5.1.1 List FIVE communication factors to be considered by Hellen when preparing for her presentation in a marketing context. (5)

5.1.2 Discuss FIVE actions that can promote goodwill between the presenter and the audience. (2 × 5) (10)

5.1.3 Suggest FIVE guidelines to Hellen on how to apply language/words that she must use when presenting. (5)

5.1.4 List FIVE visual presentation aids that Hellen can use during her marketing presentation. (5)

5.2 Minutes are the only official record of the meeting. The information recorded in the minutes will thus be accepted as the truth in any argument.

Name FIVE items that should always be included in the minutes. (5)

[30]

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QUESTION 6

6.1 Study the promotional signage below and answer the questions that follow:



[https://jbdsigns.com.au/index.php/promotional-signage/]

6.1.1 Name FIVE places where promotional signage can be used. (5)

6.1.2 Discuss FIVE advantages of using promotional signage in a marketing campaign. (2 × 5) (10)

6.2 Name FIVE elements that are important in an oral sales pitch. (5)

6.3 Design a checklist to help in the design and delivery of a sales pitch. (10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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