higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 4

(3041024)

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09:00–12:00

This question paper consists of 7 pages.

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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. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Choose the correct term from those in brackets and write it next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 (Stereotyping/Prejudice) refers to assumptions that people make about the characteristics of all members of a group based on an image about what the people in that group are like.

1.2 (Norm/Psychology) is one of the elements of culture.

1.3 (A marketing proposal/Marketing research) is a document that gives details about the product or services that you can provide to meet a customer's needs.

1.4 A legal (offer/deal) is a proposal that complies with the law to give something in return for something else.

1.5 The purpose of a (memo/message) is to bring attention to problems.

1.6 (Grammar/Punctuation) refers to the correct use of marks.

1.7 A press release for (TV/radio) is viewed.

1.8 The most popular format for a pamphlet is (A5/A0).

1.9 (Proofreading/Editing) is the process of reviewing and changing a document to ensure that it communicates a message effectively.

1.10 A/An (table of contents/introduction) is one the components of a marketing proposal.

1.11 A marketing proposal can be presented using (PowerPoint/MS Word).

1.12 (Zulus/Brown people) are among the cultures found in South Africa.

1.13 (Diversity/Heritage) refers to the inclusion of various types of people or things.

1.14 A (fax/telegram) can be used when communication needs immediate attention and when the postal service will take too long.

1.15 The purpose of a (sales letter/report) is to capture business results such as annual financial results.

(15 × 1) **[15]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 Subculture can be defined as the set of beliefs, attitudes, values and behaviour that is characteristic of a particular group.

2.2 African culture refers to cultures that share values and cultural elements that come from Western Europe.

2.3 Communalism is an attitude that puts the needs of the individual person above those of the community.

2.4 A timetable with a checklist can be used to ensure that the marketing plan and associated activities are completed in the agreed upon time.

2.5 Setting clear objectives is one of the survey requirements of attending a marketing brief.

2.6 A pulpit is one of the visual aids that a presenter can use to make a presentation interesting.

2.7 Culture can be expressed through literature.

2.8 Appropriate dress is a form of nonverbal expression that the presenter can use to promote audience goodwill.

2.9 Music is one of the similarities that South African cultures share.

2.10 siSwati is one of the eleven official languages in South Africa.

2.11 Appendices in a report include any additional information that makes the content of the report clearer.

2.12 The recommendations section in a report briefly discusses the main points and gives a short summary of the important points.

2.13 When creating a new pamphlet on a computer, it is important to follow the AIDA principles.

2.14 Tolerance is one of the principles of cross-culture communication.

2.15 Prejudice in marketing campaigns can be avoided by using English in the advert.

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1

WOOLWORTHS HOLDINGS

An inclusive and diverse workplace is one of the group's main priorities. As a group, we are committed to nondiscrimination, nonsexism, and nonracism across all our policies, practices and daily operations. We value diversity and inclusion as key components of our Employee Value Proposition, and believe that a strong, diverse, and inclusive strategy, unique to each of the regions in which we operate, should be a key part of our employee attraction and retention framework. As a group, we also continue to ensure that gender parity remains a focus.

While the plan is focused on an organisational level, we have various antidiscrimination policies aimed at creating a culture in which all our employees feel welcome, where they believe and know they are treated fairly, and where they are not discriminated against.

Compliance with Broad-based Black Economic Empowerment (BBBEE) legislation ensures that Woolworths continues to contribute meaningfully towards national priorities to transform the industries in which we operate and make the economy more inclusive.

In light of the rise in gender-based violence in the country, we have partnered with a gender-based violence interest group to review our sexual harassment policy, and to ensure that it is fit for purpose. Apart from this, we have also engaged with the South African Commission for Gender Equality on certain aspects of our operational policies, to ensure that they are gender-neutral and nondiscriminative. – Woolworths Holdings Limited: 2021 Good Business Journey Report

[Adopted from: *https://topco.co.za/the-top-diversity-and-inclusion-companies/*]

3.1.1 List FIVE methods that Woolworths can use to influence their colleagues towards a positive marketing culture. (5)

3.1.2 'An inclusive and diverse workplace is one of the group's main priorities.'

Give FIVE examples of diversity in real-world situations in a workplace like Woolworths. (5)

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

3.2.1 Shareholders

3.2.2 Employees

3.2.3 Government/Regulatory bodies

3.2.4 Community

3.2.5 Suppliers

(5 × 2) (10)

3.3 List FIVE marketing principles that Woolworths use in their marketing campaigns. (5)

3.4 Give FIVE general perceptions that people have about Woolworths in South Africa. (5)

[30]

QUESTION 4

4.1 List THREE ways to sort and select data. (3)

4.2 Explain FIVE guidelines to follow when designing slides for a PowerPoint presentation about a marketing proposal. (5 × 2) (10)

4.3 List FIVE resources necessary for marketing briefings. (5)

4.4 Name FIVE aspects that influence active listening. (5)

4.5 List FIVE pieces of information that can be sourced from the internet. (5)

4.6 Name TWO visual aids that can be used during the presentation of a marketing proposal. (2)

[30]

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QUESTION 5

5.1 South Africa's primary electricity supplier, Eskom, intends to announce stage 1 load shedding from 17:00 this afternoon until 22:00 tonight. This is due to continued shortage of capacity generation. The affected areas will be Soweto, Midrand, Tshwane CBD and some parts of KwaZulu-Natal CBD.

Create a newspaper press release to communicate this information. (10)

5.2 Give ONE example of the format/layout used for each of the following types of written communication:

5.2.1 Memorandum (5)

5.2.2 Message (5)

5.2.3 Business letter (10)
[30]

QUESTION 6

6.1 Explain THREE legal guidelines/requirements that a marketer must consider when preparing a marketing proposal. (3 × 2) (6)

6.2 Discuss FIVE organisational ethical principles to keep in mind when writing marketing proposals. (5 × 2) (10)

6.3 Explain each of the following components of a marketing proposal:

6.3.1 Executive summary (4)

6.3.2 Terms and conditions (3)

6.3.3 Product or service offering (3)

6.4 Name FOUR aspects to consider when choosing a format for written communication with a customer who lodged a complaint. (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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