higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 4

(3041023)

7 November 2022 (X-paper)
09:00–12:00

This question paper consists of 9 pages and 1 addendum.

101Q1N2207

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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

Choose the correct word or words from those given in brackets by writing only the word or words next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 (Notes page/Notes pad) is one of the printing options when printing out the slides show of your PowerPoint presentation.

1.2 (Cassettes/Videos) are some of the visual aids that the marketer can use to make his/her presentation more interesting.

1.3 (Hierarchical/Relational) is a database that contains lists of information.

1.4 (Physical evidence/Production) is one of the components of the extended marketing mix.

1.5 A (query letter/sales letter) is a letter you send to prospective clients with information about products or services that you want to sell.

1.6 (Organisational ethics/Standard of marketing) emphasise/s protecting those who are vulnerable to manipulation.

1.7 (Production/Procurement) is responsible for securing promotional material for the marketing department at a reasonable price.

1.8 (Marketing/Marketing proposal) entails all the skills and activities necessary to build, maintain and manage profitable relationships with customers and suppliers.

1.9 The main components of culture are language, values, norms and (ethics/symbols).

1.10 The marketing proposal must state how long the offer will remain valid. This is called (legal requirements/legal options).

1.11 The concept of (stereotype/prejudice) can be defined as judging someone or having an idea about them before you know anything about them.

1.12 (Salutation/Appendices) is the title used in greeting.

1.13 (PowerPoint/Appendices) is one of the components of a marketing proposal.

1.14 For a marketing proposal to comply with legal requirements, it needs to meet the requirements of the regulatory body (SABC/ASA).

1.15 When you email the replay to the customer, ensure that the customer's (complaint/query) is satisfactorily answered

(15 × 1) **[15]**

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QUESTION 2

Indicate whether the following statements are TRUE or FALSE by choosing the answer and write only 'True' or 'False' next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1. A spreadsheet as a component of the marketing proposal is a section that provides the terms and conditions of the proposal.

2.2 One of the benefits of installing a marketing culture in the organisation is that it gives the organisation a right to operate.

2.3 Subculture can be defined as a group within a particular group that shares the same characteristics, for example, language and fashion.

2.4 One of the differences in culture is food and it can influence the advertising campaign of an organisation.

2.5 Similarities and differences in culture can lead to functional or dysfunctional interactions between cultures.

2.6 Post-1994, marketers have had to redesign their marketing strategies because the market of potential consumers is now so much bigger.

2.7 A notepad can be listed as one of the resources necessary for attending a marketing briefing.

2.8 When returning completed work in the required form to the relevant party, one should include the demonstration of the new product that was developed.

2.9 One of the legal requirements for a marketing proposal is that the proposal must protect one party which is the seller.

2.10 There are four printing options that you can use when printing a PowerPoint presentation, and outline view is one of them.

(10 × 1) **[10]**

QUESTION 3

Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (3.1–3.5) in the ANSWER BOOK

3.1 One of the reasons for forwarding the written communication promptly is …

A to keep all interested parties informed.
B to increase the sales of the company.
C to gain a competitive edge.
D to eliminate costs.

3.2 There are several reasons for filing copies of written marketing communication, one of the reasons is…

A to support the marketing plan.
B to provide evidence for a legal case.
C to support the marketing proposal.
D to inform the management.

3.3 Different cultures can express themselves in various forms, one example of cultural expression includes:

A product
B literature
C heritage
D rituals

3.4 This is the regulator for the communications, broadcasting, and postal services industry sector in South Africa.

A SAMRO
B SARRAL
C ICASA
D WIPO

3.5 When editing and formatting the marketing proposal using PowerPoint, you are more likely to focus on …

A font.
B heading.
C layout.
D design.

(5 × 1) **[5]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

4.1 The success of every business depends on the relationship it has with its stakeholders.
Identify FIVE strategies that a business can use to improve the relationship with its stakeholders. (5)

4.2 Study the paragraphs below and answer the questions:

SOUTH AFRICAN LANGUAGES AND CULTURE

South Africa is the Rainbow Nation, a title that captures the country's cultural and ethnic diversity. The population of South Africa is one of the most complex and diverse in the world. Of the 51,7 million South Africans, over 41 million are black, 4,5 million are white, 4,6 million are coloured and about 1,3 million are Indian or Asian. About 51,3% are female, and 48,7% male.

The black population of South Africa is divided into four major ethnic groups; namely Nguni (Zulu, Xhosa, Ndebele, and Swazi), Sotho, Shangaan, Tsonga, and Venda. This culture shares some similarities and differences in a form of clothes, food, language, and music. There are numerous subgroups within these, of which the Zulu and Xhosa (two subgroups of the Nguni group) are the largest.

There are **eleven official languages in South Africa**. These are English (9,6%), Afrikaans (13,5%), Ndebele (2,1%), Sepedi (9,1%), Xhosa (16%), Venda (2,4%), Tswana (8%), Southern Sotho (7,6%), Zulu (22,7%), Swazi or SiSwati (2,5%) and Tsonga (4,5%). Much of the country's media has been tailored to include as many of these languages as possible. Of course, many other languages from all over the world are spoken here too; including Portuguese, Greek, Italian, French, Chinese, etc.

4.2.1 From the paragraphs, identify FOUR main cultures in South Africa. (4)

4.2.2 One of the elements of culture is language.
From the case above, indicate TWO of the Nguni languages found in South Africa. (2)

4.2.3 Identify TWO similarities that South African cultures share. (2)

4.2.4 From the paragraphs, South Africa is the Rainbow Nation, a title that captures the country's cultural and ethnic diversity.
Identify FOUR examples of diversity in real-world situations in the South African workplace. (4)

4.2.5 From the examples provided above in QUESTION 4.2.4.
Relate how diversity will influence marketing and advertising in an organisation. (4)

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4.3 When conducting a presentation, there are words and phrases that you should always avoid.
Name FOUR types of words and phrases that one should avoid during the presentation. (4)

4.4 Briefly, discuss FIVE methods that an organisation can use to ensure the job satisfaction level of employees by improving the overall business process. (5)
[30]

QUESTION 5

5.1 Study the picture below and answer the following questions:



5.1.1 When conducting marketing-oriented interviews, certain requirements need to be met.
Describe FIVE stationery items and documents that you might require to support the interviews. (5)

5.1.2 When conducting mock marketing-oriented job interviews, there are certain questions that you might ask.
Suggest FIVE possible questions to ask during a mock marketing job interview. (5)

5.1.3 When attending an interview, it is important to apply active listening skills. Suggest FOUR aspects that can influence active listening. (4)

5.2 You have received a letter from your marketing department, requesting you to proofread and edit it, a letter is to be sent to a customer from your marketing department. See the letter in ADDENDUM A (attached) at the end of the question paper. Correct the underlined spelling, typing and language errors on the letter. Write only the corrected words next to (5.2.1–5.2.10) in your ANSWER BOOK. (10)

5.3 It is important to select the correct format for written communication for a customer with a complaint and to answer a query.
Explain THREE things that will influence your choice of format to communicate with a customer. (3 × 2) (6)
[30]

QUESTION 6

6.1 You are an NSFAS communication officer at your college. Draft a memorandum informing all students who want to apply for NSFAS for the next year's financial period, that applications will open on the 15th of November and close on the 1st of December. Only online applications will be accepted. Applicants must use the link found on the website, www.nsfas.gov.za. (10)

6.2 All successful marketing and advertising agencies design their pamphlets, brochures and advertisements for print based on the AIDA principles (Attention, Interest, Desire, and Action).

Explain how the AIDA principles are used on the NSFAS pamphlet below and give ONE example of each principle. (4 × 2) (8)



6.3 KFC South Africa will be introducing new spicy Zinger wings popcorn chicken in its all outlets in South Africa. Zinger wings popcorn chicken will be available in all South African stores from the 5th of December.
NOTE: provide any additional and relevant information to make your press-release interesting and sound.
Create a newspaper/print press release for KFC to launch their new product. (10)

6.4 Identify TWO general perceptions that black people in South Africa have about white people in South Africa. (2)
[30]

QUESTION 7

7.1 Black Diamond marketing (BDM), a Cape Town marketing company established in 2021. The company specialises in digital marketing. Black diamond marketing (BDM) saw a need to develop a marketing proposal for the provision of digital marketing for western Bay hotel. The management of BDM has approached you to assist them in developing a marketing proposal for their prospective client.

7.1.1 Explain the concept *marketing proposal for Black Diamond Marketing.* (2)

7.1.2 List the THREE main characteristics of a marketing proposal. (3)

7.1.3 Black Diamond marketing saw a need to develop a marketing proposal.
State FIVE reasons why Black Diamond Marketing developed a marketing proposal. (5)

7.1.4 Name and explain FIVE components of the marketing proposal that Black Diamond Marketing needs to know. (5 × 2) (10)

7.2 After compiling a press release, it is important to design the slides to complement it.
Design a FIVE-slide power presentation to complement the written marketing proposal. Use the following headings: Introduction and welcoming the audience, explain the purposes of the presentation, product description, price terms and conditions and lastly, concluding remarks on the proposal presented. (10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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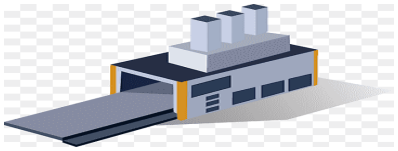
ADDENDUM

5.2

Build it South Africa



Build it South Africa
12 Thabo Mbeki Street
South Gate
5000
010 450 050
www.builditsa.co.za

25 December

Mr Joseph Zondi
17 Smith Street
Naturena
2148

Dear Sir/Mr Zondi

Investment opportunity!!!!!!!!!!!!!!

Imagine you and your family **(5.2.1)** **leaving** in your dream house at an affordable price? Well, look no **(5.2.2)** **ferther**; build it South Africa is ready to convert your imagination into a reality

Get yourself a brand new two or three-bedroom house. Our new property in protea glen offers the perfect investment opportunity for your family's future. With these big, **(5.2.3)** **spaciyas** stands, you and the kids will have all the space you need.

The house comes with new modern plans, a solar **(5.2.4)** **gerser** to save electricity, security gates and **(5.2.5)** **barglar** bars

Qualifying salary from **(5.2.6)** (**fifitien** thousand to Forty thousand rands) R15000-R40 000, monthly repayments from (four thousand to **(5.2.7)** **tirtien** thousand rands) R4000-R13 000.

Feel free to contact us on 010 450 050 during working hours for any clarity regarding our properties or **(5.2.8)** **sea** our consultants in person.

We look forward to **(5.2.9)** **hire** from you.

Your **(5.2.10)** **sencerly**.

Marketing and communications (Build it South Africa)

(10)

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