higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

(3041023)

17 November 2023 (X-paper)
09:00–12:00

This question paper consists of 9 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
SUBJECT
NQF LEVEL
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 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 write only 'True' or 'false' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 Production is one of the examples of the marketing mix.

1.2 Global markets can be described as a factor that influences integrated marketing communication.

1.3 According to sources, integrated marketing communication started in the late 60s.

1.4 Integrated marketing communication consists of eight elements, and publicity is one of them.

1.5 One of the objectives of integrated marketing communication is to reduce the sales of the product.

1.6 Sick leave is one example of motivation at the workplace.

1.7 A title is one of the elements of the marketing survey.

1.8 Salutation is one of the elements of the press release for newspaper, radio or television.

1.9 Eye contact is non-verbal communication that the presenter should avoid during the presentation.

1.10 A fax is an electronic message that is sent via a computer.

(10 × 1) **[10]**

QUESTION 2

Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (2.1–2.10) in the ANSWER BOOK.

experienced consumers; external referral, checklist; marketing objectives, internal referral; font; orange; yellow; motivation; physical motivation

2.1 An … is when you refer the customer query to someone outside the organisation.

2.2 … is an example of the creative principles in marketing communication.

2.3 The colour … elicits emotion and is associated with energy.

2.4 An … is when you refer the customer query to someone inside the organisation.

2.5 … is the first step in the integrated marketing communication process.

2.6 The reason behind someone's actions is called …

2.7 … is one of the factors that affect the integrated marketing communication.

2.8 The colour … elicits emotion and is associated with happiness.

2.9 A … is a list of things that should be included as part of a process or task.

2.10 … is the reason for satisfying bodily needs, such as the need for food.

(10 × 1) **[10]**

QUESTION 3

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 A … is oral communication with potential buyers of a product with the intention of making a sale.

A Sales promotion
B Sponsorship
C Personal selling
D E-communication

3.2 The second step of the integrated marketing communication process:

A Define *marketing communication.*
B Define the expectation of marketing communication.
C Define the marketing proposal.
D All of the above-mentioned

3.3 ONE of the most important positions in South Africa, which also has legal implications:

A Chief executive officer
B Marketing officer
C Personal assistant
D Cleaner

3.4 The department in an organisation that is responsible for hiring, conducting interviews, and training employees:

A Operations
B Human resources
C Logistics
D Finance

3.5 The purpose of taking minutes of the meeting is to …

A provide a record.
B outline commitments.
C inform those who were absent.
D All of the above-mentioned.

3.6 ONE item that should appear on the agenda of the meeting:

A The strategy of the organisation
B The name of the chairperson's spouse
C The name of the office/building where the meeting will take place
D None of the above-mentioned

3.7 An organisation must deal with customer complaints efficiently in order to …

A keep a customer's business.
B meet the organisational ethical standards.
C avoid them becoming ongoing battles.
D All of the above-mentioned.

3.8 To meet an organisation's requirements, creative marketing should design communication …

A to get support of all internal stakeholders.
B to market the organisation.
C to improve its communication model.
D None of the above-mentioned.

3.9 In order to determine if marketing communication is used creatively, the following question should be asked:

A What do you aim to achieve through your communication?
B Whom do you want the communication to reach?
C How can we grab the attention of the target market?
D All of the above-mentioned

3.10 One method of turning aggressiveness into assertiveness during presentation, is to …

A ignore the aggressive stakeholder.
B not become aggressive in retaliation.
C remind the aggressive stakeholders that it is your presentation, not theirs.
D ask the aggressive stakeholder to leave the presentation venue.

(10 × 1) (10)
[30]

TOTAL SECTION A: 30

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SECTION B

QUESTION 4

Study the scenario below and then answer the questions that follow.

HOW NIKE BECOME SUCCESSFUL AND A LEADER IN THE SPORTS PRODUCT MARKET



Nike is successful because it has some of the best, if not the best, marketing in the world. Their brand is the #1 brand in the sporting goods industry and is the 14th most valuable brand in the world. The Nike business strategy is clear: invest in building your brand through emotional marketing and sports celebrity endorsements, develop products that have high-quality, market-leading technology and buy out competing sports brands.

https://profitworks.ca/blog/marketing-strategy/545-nike-strategy-how-nike.

4.1.1 Give FIVE reasons why Nike uses creative principles of marketing communication in their marketing campaign. (5 × 2) (10)

4.1.2 "Nike is successful because it has some of the best, if not the best, marketing in the world".

Name FIVE functions of Nike's marketing department. (5)

4.1.3 List FIVE types of documents that should be completed by the employees, and in some cases, customers, of Nike. (5)

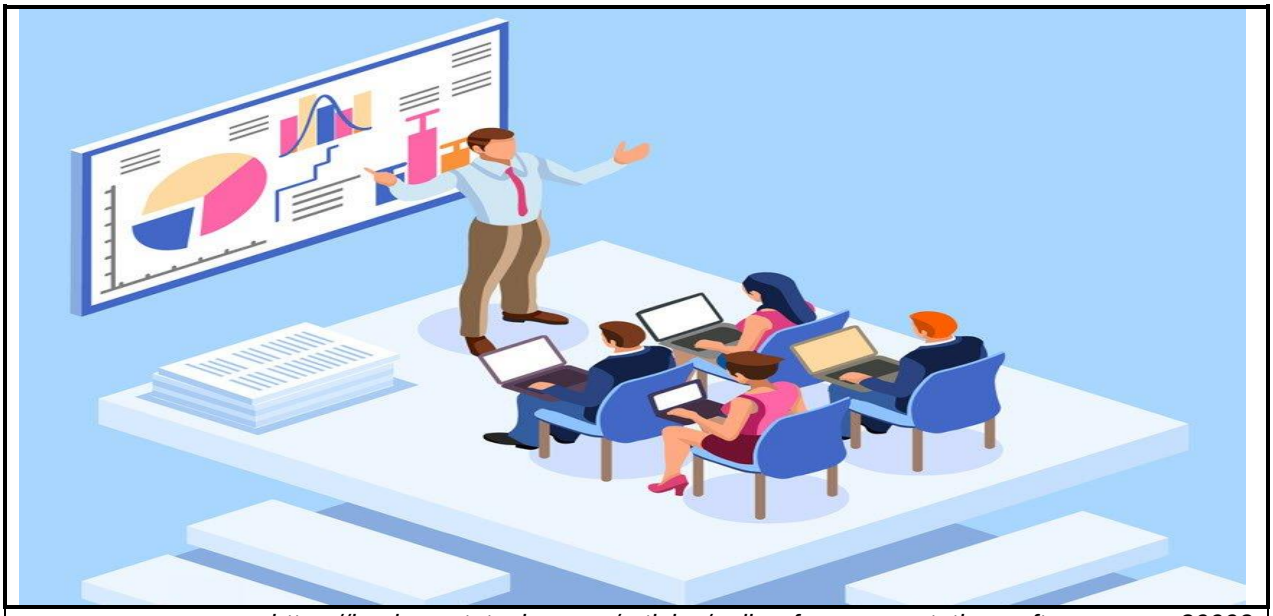
4.1.4 One of Nike's successes is its strong marketing personnel.

Name and explain FIVE ways the management of Nike can motivate its sales representatives. (5 × 2) (10)

[30]

QUESTION 5

Study the image below and then answer the questions that follow.



https://business.tutsplus.com/articles/online-free-presentation-software--cms-30002

5.1.1 Identify THREE purposes of conducting presentations (3)

5.1.2 Discuss FIVE ways to avoid and cope with nervous tension during a marketing presentation. (5 × 2) (10)

5.1.3 A demonstration is a creative visual aid to show your ideas in practice to your audience.

Discuss FIVE guidelines that the presenter should keep in mind when doing demonstrations. (5 × 2) (10)

5.2 A sales letter is a letter that a marketer writes to potential customers.

Name FIVE elements of a sales letter. (5)

5.3 Give TWO elements of the marketing mix. (2)

[30]

QUESTION 6

6.1 City Lodge Hotel is situated on 14th Avenue, Johannesburg.

Design signage to promote the hotel. The signage and use of illustrations must comply with promotional legislation. (10)

6.2 Discuss FOUR requirements that promotional signage should comply with. (4 × 2) (8)

6.3 Name FIVE advantages that City Lodge Hotel will enjoy by having a promotional signage. (5)

6.4 Integrated marketing communication is the combination of different types of marketing communication to send the same message to consumers.

In ONE paragraph, discuss the history of integrated marketing communication. (7)

[30]

QUESTION 7

Study the image below and answer the questions.

Business Meeting:



Source:https://www.nordantech.com/en/blog/community/the-ideal-way-to-a-great-meeting

7.1.1 Explain TWO types and purposes of minutes of meetings. (2 × 2) (4)

7.1.2 Give FIVE items that should be included in the minutes of a meeting. (5)

7.1.3 Name FOUR methods of distributing minutes. (4)

7.2 The marketing industry is a highly regulated industry, characterised by various acts, regulations and bodies of the industry.

Name and explain FIVE functions of the bodies that regulate the marketing industry in South Africa. (5 × 2) (10)

7.3 Customers do not always formulate their complaints clearly. As a marketing communication officer, it is your responsibility to contact them to clarify the complaints.

Name FIVE things to remember when contacting customers to clarify the complaint. (5)

7.4 Define *marketing.* (2)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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