higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

(3041022)

11 December 2020 (X-paper)
09:00–12:00

This question paper consists of 5 pages and 1 addendum.

565Q1N2011

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

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QUESTION 1

Choose the correct option from those given in brackets. Write only the answer next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 The copy style refers to the style of (writing/speaking) in an advertisement.

1.2 (Copyright/Jargon) is the work-related words that people in the same profession use, but that other people might not understand.

1.3 The (desktop publisher/creative director) may improve images in an advertisement with airbrushing to make it print-ready.

1.4 A (slogan/brand) is a combination of the name, words, symbols, colours and design that goes with a product to make it different from other products.

1.5 The (peripheral/direct) route is the indirect route to advertise something.

1.6 (Market share/Profitability) refers to the extent to which something has made a profit.

1.7 (Value statement/Policy) is a wider framework within which an organisation operates.

1.8 A very outgoing person has an (introvert/extrovert) personality.

1.9 How high or low a voice is, is called its (pitch/tempo).

1.10 Good (intrapersonal/interpersonal) skills help to develop a relationship with customers.

1.11 (Needs/Wants) refer to things you would like to have, but which are not necessary.

1.12 The independent body that has been set up and is paid for by the advertising industry to ensure that advertisements are not offensive, false or misleading, is called the (Association of Communication and Advertising/Advertising Standards Authority).

1.13 (A broken telephone/Past experience) is an example of internal barriers that may have an influence on successful communication.

1.14 Visualisation refers to the creative dimension of usage of sounds and (image/colour) to capture the attention of the customers.

1.15 The representative of the organisation outside the company is called the (private relations/public relations) officer.

(15 × 2) **[30]**

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QUESTION 2

Study the advertisement on the ADDENDUM (attached) and answer the questions.

2.1 Name the company advertising the product. (2)

2.2 What product is being advertised? (2)

2.3 Who is the celebrity on the advertisement? (2)

2.4 Give TWO reasons why you think the company makes use of a celebrity to advertise their product. (2)

2.5 Distinguish between the *display copy* of an advertisement and the *body copy* of an advertisement. (2 × 2) (4)

2.6 Give ONE example of the display copy in the advertisement attached. (2)

2.7 Give ONE example of the body copy from the attached advertisement. (2)

2.8 Name and discuss what the acronym, AIDA stands for and how the AIDA principles are applied in the advertisement. (4 × 3) (12)

2.9 Which route to persuasion did the advertisers use in this advertisement? (2)

[30]

QUESTION 3

3.1 Name FIVE elements of communication. (5)

3.2 Name FOUR examples of non-verbal communication. (4)

3.3 Give THREE examples of verbal communication. (3)

3.4 Name FIVE categories of barriers that can interrupt communication and give an example of each category. (5 × 2) (10)

3.5 Explain the following terms:

3.5.1 Persuasive communication

3.5.2 Market environment

3.5.3 Demographic segmentation

3.5.4 Stereotyping

(4 × 2) (8)

[30]

QUESTION 4

4.1 Internal communication deals with the exchange of information within an organisation.

Name THREE internal communication channels within an organisation. (3)

4.2 Written communication has general rules to adhere to.

Name THREE of the rules. (3)

4.3 State FOUR important points to consider when speaking with customers. (4 × 2) (8)

4.4 When a customer is dissatisfied with a product or service, a complaint occurs.

Discuss FIVE guidelines when a company must deal with customers' complaints. (5 × 2) (10)

4.5 Give SIX guidelines for writing effective business letters. (6)
[30]

QUESTION 5

5.1 Name and describe the four Ps of the marketing mix. (4 × 2) (8)

5.2 There are various ways in which an organisation can communicate with the target market.

Name and explain FOUR most accepted mediums as an element of marketing communication. (4 × 3) (12)

5.3 According to Maslow, human beings develop through different levels of satisfaction.

Name the FIVE levels of needs. (5)

5.4 Name FOUR phases of a product's life cycle. (4)

5.5 Name ONE purpose of advertising in marketing. (1)
[30]

TOTAL: 150

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ADDENDUM



[Source*: http://coolspotters.com/musician/rihanna/and/health-beauty/loreal-paris-true-match/media/2126582#medium-2126582*]

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