higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

(3041022)

1 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 6 pages

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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. Write neatly and legibly.

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SECTION A

QUESTION 1

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

1.1 Needs that customers feel reluctant to admit or disclose, are called (unstated/secret) needs.

1.2 The second creative dimension of an advertising message is (visualisation/decoding).

1.3 The last stage of the product life cycle is the (declining stage/maturing stage).

1.4 The person who concludes the communication process is called the (sender/receiver).

1.5 The Association of Communication and Advertising (ACA) represents (rude/ethical) behaviour in the advertising industry.

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

1.7 Good communication consists of structural elements like the (body/figure).

1.8 (Interpersonal/Impersonal) skills help to develop a relationship with your customers.

1.9 The need that includes personal development and reaching one's potential is called (self-esteem/self-actualisation).

1.10 (Product/Protocol) represents one of the Ps in the marketing mix.

1.11 (Public relations/E-communication) is the latest technological way of communicating with customers.

1.12 (Brands/Slogans) refer to trademarks of products or manufacturers.

1.13 (Visualisation/Copy style) refers to the manner of presenting the words.

1.14 The country's economic and political conditions are known as the (micro environment/macro environment)

1.15 Customers in the target market and competitors in the market are known as the (micro environment/market environment)

(15 × 1) **[15]**

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QUESTION 2

2.1 Choose a description from COLUMN B to match a word(s) or term from COLUMN A. Write only the letter (A–R) next to question number (2.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Private discussion	A	marketing communication concepts
2.2	Direct marketing	B	to influence the customer to buy a product
2.3	Customer orientation	C	to put ideas into words
2.4	Personality	D	introvert or extrovert
2.5	Market segmentation	E	the indirect route to persuasion
2.6	Persuade	F	type of medium
2.7	Individualism	G	selling items face to face to a customer
2.8	Encode	H	words used in a particular profession
2.9	Peripheral route	I	oral communication
2.10	Personal selling	J	an unfair way to treat someone because they belong to a certain group
2.11	Jargon	K	verbal communication
2.12	Prejudice	L	the way a company establishes and maintains a good public image
2.13	Publicity	M	a factor influencing non-verbal communication
2.14	Memo	N	the target market is divided into segments
2.15	Stereotyping	O	the direct route to persuasion
		P	judging someone without knowing him/her
		Q	type of barrier
		R	written communication

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 Name FIVE elements of a basic communication model. (5)

3.2 Discuss the FIVE characteristics to consider in marketing communication. (5 × 2) (10)

3.3 Give THREE methods of identifying potential customers. (3)

3.4 Discuss THREE rules for conducting a brainstorming session. (6 × 2) (6)

3.5 List SIX objectives of marketing communication. (6)
[30]

QUESTION 4

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

List the FIVE levels of needs. (5)

4.2 Briefly explain the THREE purposes of advertising in marketing. (3 × 2) (6)

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

4.4 Identify FOUR factors that will influence the price of the product. (4)

4.5 Give FIVE basic steps of telephone etiquette. (5)
[30]

QUESTION 5

5.1 Discuss what the acronym AIDA stands for and how the AIDA principles are applied in advertisements. (4 × 2) (8)

5.2 Give FIVE examples of oral communication used in the workplace. (5)

5.3 List the FOUR elements of the marketing mix and give examples of each. (4 × 2) (8)

5.4 List FOUR factors that influence marketing communication. (4)

5.5 Identify FIVE examples of market segments. (5)
[30]

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QUESTION 6

6.1 Explain the importance of public relations in any organisation. (4)

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

Discuss FIVE guidelines according to which a company can deal with customers' complaints. (5 × 2) (10)

6.3 Name and explain FOUR important points to consider when speaking with customers. (4 × 2) (8)

6.4 Briefly explain FIVE elements of a policy. (5)

6.5 Name THREE factors that have an effect on non-verbal communication. (3)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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