higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

(3041022)

2 March 2020 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

169Q1S2002

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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 blue or black pen.
5. Write neatly and legibly.

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QUESTION 1

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 Market research is used to obtain information about clients.

1.2 Slogans are the catchy phrases that are used in marketing communication.

1.3 Internal communication deals with external problems as well as internal problems in an organisation.

1.4 The main regulatory body of the advertising industry is the Advertising Standards Authority of South Africa.

1.5 If business ethics are followed, competition can be healthy in a business environment.

1.6 The SABC is the abbreviation for South African Broadcasting Communication.

1.7 Sponsorship is used to persuade customers to act.

1.8 A press release is a form of marketing communication that is used as part of personal selling.

1.9 The 'unique selling point' helps to create the 'wow' factor in the growth phase of the product life cycle.

1.10 Marketing communication aims to promote the image of consumers.

1.11 An agenda is the official written report of a meeting.

1.12 A sales letter is a form of mail in which an advertiser sends a letter to a potential customer.

1.13 The use of technology and innovative communication has made the way of living much simpler.

1.14 Brands refer to trademarks of products or manufacturers.

1.15 Eye contact is an example of verbal communication.

(15 × 1) **[15]**

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QUESTION 2

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–Q) next to the question number (2.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	An example of unconscious body language	A	e-mail
2.2	Skills that help to develop a relationship with your customers	B	pitch
2.3	How high or low your voice is	C	stated needs
2.4	Example of visual presentation	D	the representative of the organisation outside the company
2.5	How fast you talk	E	unstated needs
2.6	What customers actually require	F	real needs
2.7	Example of written communication	G	closed question
2.8	Public relations officer	H	tempo
2.9	What customer say they want	I	interpersonal
2.10	Requirements that customers do not mention	J	jargon
2.11	A … is a wider framework of how an organisation operates	K	photograph
2.12	Work-related words that people in the same profession use, but other people might not understand	L	leading question
2.13	Needs that customers feel reluctant to admit or disclose	M	policy
2.14	'Did you like the product?'	N	secret needs
2.15	'Are we going to win the match today?'	O	biting your fingernails
		P	impersonal
		Q	self-actualisation

(15 × 1) **[15]**

QUESTION 3

3.1	Name and explain FIVE elements of the communication model.	(5 × 2)	(10)
3.2	What does the *decoding* of symbols or signs mean?		(3)
3.3	Define the following elements of the marketing communication mix:		
3.3.1	Advertising		
3.3.2	Personal selling		
3.3.3	Public relations		
3.3.4	Sales promotion	(4 × 2)	(8)
3.4	Explain the term *persuasive communication.*		(3)
3.5	Name the TWO basic methods or routes of persuasion to attract customers.		(2)
3.6	Explain the following barriers and give an example of each:		
3.6.1	Internal barrier		
3.6.2	External barrier	(2 × 2)	(4)
			[30]

QUESTION 4

4.1	Briefly explain THREE purposes of advertising in marketing.	(3 × 2)	(6)
4.2	State FIVE guidelines on how active listening can promote successful communication with customers.	(5 × 2)	(10)
4.3	Name and explain the FOUR stages of the marketing communication planning process.	(4 × 2)	(8)
4.4	A sales letter is a form of mail in which an advertiser sends a letter to a potential customer.		
4.4.1	Give THREE uses of sales letters.	(3 × 1)	(3)
4.4.2	Name THREE elements that should be included in the format of a sales letter.	(3 × 1)	(3)
			[30]

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QUESTION 5

5.1 Name the FIVE common characteristics of marketing communication. (5)

5.2 Products have, just like human beings, specific life cycles. They are developed, are introduced to the market for the first time and are eventually withdrawn from the market.

Name and describe the FOUR phases of a product. (4 × 2) (8)

5.3 You are the manager of AV Panelbeaters, a company that services all makes of automobiles. A customer, Mrs H Nyambi sent her Mercedes Benz for a service emphasising that the brakes were not up to standard. The car was returned without the brakes being sorted out.

Mrs Nyambi was unhappy about the problem of the brakes and she wrote a letter of complaint to you.

Write a letter of apology to Mrs Nyambi giving reasons as to why the brakes were not repaired.

The correct layout must be used when writing the letter.
AV Panelbeaters' address: P.O. Box 1234, Amanzimtoti, 3003
Date of letter: Today's date
Mrs H. Nyambi's address: P.O. Box 5678, Doonside, 3001 (14)

5.4 Your voice is an important tool when speaking to customers.

Name THREE factors to consider regarding voice projection. (3)
[30]

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QUESTION 6

6.1 Study the picture and answer the questions.



[Source: *https://www.dailyvoice.co.za/lifestyle-entertainment/spur-ends-monday-burger-special-8291321*]

6.1.1 Who is the retailer of this product? (1)

6.1.2 Which products are being advertised? (1)

6.1.3 Name ONE medium that you would choose to advertise this product. (1)

6.1.4 Name TWO target markets for this product and motivate your answer. (2 × 2) (4)

6.1.5 Name THREE competitor brands. (3)

6.1.6 Apply the AIDA principle to the advertisement. Explain what each principle entails and how it is used in the advertisement. (4 × 3) (12)

6.1.7 Which need according to Maslow's hierarchy of needs, can be fulfilled by the product advertised in the picture? (2)

6.1.8 Motivate your answer to QUESTION 6.1.7. (2)

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6.2 Study the picture and answer the questions.



[Source: *https://www.clicks.co.za/clicks.jpg*]

6.2.1 Who is the retailer of this advertisement?

6.2.2 Is the phrase 'feel good pay less' the slogan or the logo?

6.2.3 Which need according to Maslow's hierarchy of needs, can be fulfilled by the products/service offered by the retailer advertised in the picture in QUESTION 6.2?

6.2.4 Substantiate your answer to QUESTION 6.2.3.

(4 × 1) (4)
[30]

TOTAL: 150

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