higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

(3041022)

12 November 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 a description from COLUMN B that matches a word or term in COLUMN A. Write only the letter (A–P) next to the question number (1.1–1.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	USP	A	the part of the advertisement that contains information about the product
1.2	Observation	B	a personality trait that indicates shyness
1.3	Internal communication	C	the words used in a specific profession that are not understood by everybody
1.4	Television	D	to put the ideas into words or symbols
1.5	Body part	E	interpreting words or symbols to understand their meaning
1.6	Product life cycle	F	the growth phase is one of the phases
1.7	Prejudice	G	communication within the organisation
1.8	Logo	H	the brand name
1.9	Encoding	I	the sender
1.10	Display copy	J	the medium
1.11	External barrier	K	noise from outside
1.12	Decoding	L	judging something before giving it a chance
1.13	A school uniform	M	the headlines, subheads, slogans
1.14	Introverted	N	unique selling point
1.15	Jargon	O	getting information by watching people
		P	non-verbal communication

(15 × 1) **[15]**

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QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 Etiquette refers to a code of behaviour within a specific environment.

2.2 Consistency means that you say the same thing all the time.

2.3 An example of non-verbal communication is written communication.

2.4 A complaint is when a customer enquires about something.

2.5 Self-actualisation is part of human needs and desires.

2.6 The marketing mix is a model used by marketers to craft and implement marketing strategies.

2.7 Poor eyesight and poor hearing are examples of physiological barriers.

2.8 A personal interview is one of the methods used to collect data.

2.9 A competitive advantage is often associated with strengths.

2.10 The Independent Broadcasting Authority (IBA) requires broadcasters to be impartial on news coverage.

2.11 Celebrities play an important role in promoting products.

2.12 The first phase in the product life cycle is the declining phase.

2.13 Physiological needs are on the fifth level of Maslow's hierarchy of needs.

2.14 Marketing communication aims to promote the image of consumers.

2.15 Newspapers can be used to communicate with customers or clients.

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 Name SEVEN elements of communication. (7)

3.2 Name FOUR factors that influence the effectiveness of the communication model. (4)

3.3 Give FOUR examples of internal barriers to successful communication. (4)

3.4 Draw up a memo from the head of the marketing department, Mr Brown, reminding the marketing department of the meeting to discuss the upcoming marketing campaigns. The meeting is to be held in the boardroom on 13 April 2018 at 10:00. All relevant ideas should be brought to the meeting for discussion. (10)

3.5 There are various ways in which an organisation can communicate with its target market.

Name the FIVE most accepted media used in marketing communication. (5)

[30]

QUESTION 4

4.1 Discuss the FOUR general rules written communication has to adhere to. (4 × 2) (8)

4.2 Give FIVE examples of written communication. (5)

4.3 There are THREE marketing communication roles that are related to other marketing roles, namely c*onsumer orientation*, *market segmentation* and *implementing the marketing mix*.

Briefly describe each of these roles. (3 × 3) (9)

4.4 Explain the AIDA principle as used in advertisements. (4 × 2) (8)

[30]

QUESTION 5

5.1 Discuss how marketing communication contributes to profitability, sales and market share. (3 × 2) (6)

5.2 Name and describe the FOUR planning stages of a marketing campaign. (4 × 3) (12)

5.3 Give FIVE techniques used by organisations to gather information on the market segment. (5)

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5.4 Name SEVEN methods used by marketers to identify potential customer product or service needs. (7)
[30]

QUESTION 6

6.1 Name the THREE aims of advertising. (3)

6.2 Give TWO forms or examples of visual presentation. (2)

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

Name FOUR factors to consider about voice projection. (4)

6.4 Explain the difference between the following approaches to advertisements:

Copy style and *visualisation* (8)

6.5 Give FIVE ways in which sales promotions can be done to increase sales in the short term. (5)

6.6 Discuss how you can use your interpersonal skills to develop a relationship with your customers. (5)

6.7 Name THREE of the four P's of the marketing mix. (3)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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