higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

(3041023)

11 December 2020 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

567Q1N2011

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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

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 The National Credit Act 34 of 2005 is one of the newest Acts that controls the marketing industry.

1.2 Promotional signage can be used on rubbish bins.

1.3 The organisational structure is one of the components of marketing.

1.4 Examples of marketing mix are production, price, place and promotion.

1.5 To greet and introduce yourself is one the elements of an oral sales pitch.

1.6 Colour is one of the creative principles of marketing.

1.7 The emotional association of the colour blue is happiness.

1.8 A check list is a list of things that should be included in a marketing plan.

1.9 When a marketer cannot guarantee that everything will run smoothly and according to plan, the marketer will send a letter of enquiry to a customer.

1.10 Part of a marketer's presentation research is to consult industry experts.

(10 × 1) **[10]**

QUESTION 2

Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A–K) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Self -actualisation	A	enquiries made in writing
2.2	Esteem	B	makes the directors aware of all the laws and regulations that apply to the organisation
2.3	Belonging	C	checks the minutes of the meetings of the board of directors and the managers
2.4	Safety	D	enquiries made by speaking to someone
2.5	Physiological	E	one of the steps in the integrated marketing communication process
2.6	Company secretary	F	health, food and sleep
2.7	Auditor	G	love, affection, being part of a group
2.8	Verbal enquiries	H	achieving individual potential
2.9	Written enquiries	I	need to respect yourself and be regarded by others as important
2.10	Budget	J	shelter, to be protected from danger
		K	is in charge of reception

(10 × 1) **[10]**

QUESTION 3

Choose the correct word from those given in brackets. Write only the question number (3.1 to 3.10) and the correct word in your ANSWER BOOK.

3.1 A (reward/need) is the positive result of an action.

3.2 The reason behind someone's actions is called (stimulus/motivation).

3.3 A need for (esteem/self-actualisation) motivates a person to buy an expensive car.

3.4 (Direct selling/personal selling) takes place when the sales person visits or phones consumers to introduce the products and services to them.

3.5 The (ASA/ ABC) Code of Practice is a document that contains guidelines for the marketing industry.

3.6 The (sales slip/invoice) contains information about the name of the shop, the date of transaction, the price of the products, the amount the customer paid and the change that was given.

3.7 The (fax/e-mail) is sent in electronic form down a telephone line..

3.8 (Slogans/appeal) are short, easy to remember phrases that are used in marketing communication..

3.9 A (storyboard/ creative concept) is the basic idea that the advertising agency will use for the advertisement..

3.10 The (interviewer/field worker) interviews customers and potential customers as part of a marketing research.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

4.1 Study the picture below and answer the questions.



4.1.1 Name SIX visual aids that a marketer can use during a presentation. (6)

4.1.2 It is most likely that a person would be nervous during a presentation.

State FIVE ways to cope with nervous tension that a person might have during a presentation. (5)

4.1.3 Some people may come across as being aggressive during a presentation.

State FIVE characteristics of aggressive people. (5)

4.1.4 A junior colleague comes across as being aggressive during a presentation.

Give him FIVE guidelines on how to be assertive rather than aggressive. (5)

4.2 When an organisation and customers are doing business, there are documents involved such as invoices to record the transactions.

Name FIVE types of information that should appear on an invoice. (5)

4.3 When you deal with enquiries, some of them may fall within your area of responsibility and others may not be part of your responsibilities.

Explain the difference between *internal referrals* and *external referrals* of enquiries that fall outside your area of responsibility. (4)
[30]

QUESTION 5

5.1 Many organisations carry out marketing surveys to gather information that can be used to improve their business.

Name FIVE elements of a marketing survey. (5)

5.2 The Department of Higher Education and Training has been merged with the Department of Science and Technology to be the Department of Higher Education, Science and Technology. As a result of the merger, integrated marketing communication will be needed to inform the public about the merger.

5.2.1 State and discuss FIVE factors that affect the integrated marketing communication of the Department of Higher Education Science and Technology. (5 × 2) (10)

5.2.2 Name FIVE integrated marketing communication tools that the Department of Higher Education, Science and Technology can use. (5)

5.2.3 The Department of Higher Education, Science and Technology has decided to appoint an advertising agency to run their marketing communication campaign. The department will be expected to issue a marketing brief to the agency.

Name SIX elements of the marketing brief that will be issued by the Department of Higher Education, Science and Technology to the advertising agency. (6)

5.2.4 List FOUR creative principles of marketing. (4)
[30]

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QUESTION 6

6.1 Define the term *marketing*. (2)

6.2 You are a marketing manager of VW Fourways, situated at 12 Harrison Street, Fourways, 1682.

Write a sales letter to Thabo Mokwena, a young professional working in one of the commercial banks in Midrand (choose a bank of your choice), informing him about the new Polo Vivo retailing at R215 000. Thabo's work address is 17 Church Street, Midrand, 1685.

Use the information given below to write the letter.

New Polo Vivo Trendline	**Features of the Polo Vivo Trendline**
From the front electric windows, ISOFIX mounting points for baby seats, airbags, ultrasonic alarm, to its stylish exterior and sound system, the Polo Vivo has it all. 	• Radio R140G BT/USB/SD • 14" Steel Wheels • ISOFIX mounting points for baby seats • Front Electric Windows • Immobilizer, with alarm system and interior monitoring **Price incl. VAT** From R 215 000

[*Adapted from https://www.vw.co.za/en/models-and-configurator/polo-vivo.html?*] (10)

6.3 As a marketing manager of VW Motors, it is your responsibility to motivate your sales personnel to generate more sales.

Name and explain FOUR ways in which you, as a manager can motivate your sales personnel. (4 × 2) (8)

6.4 Use the information given below to create a press release to appear in a newspaper for the launching of *Embrace Africa*, a new truly South African clothing store that would open at the Mall of Africa at the end of the month.

In its quest to support the "Buy Local" drive, *Embrace Africa* promises to provide locally designed and manufactured clothing ranges to suit the needs and pockets of all South Africans. Their range of clothing caters for all ages from little infants right up to the elderly. Their products include sleepwear, underwear, accessories, swimwear, and fashion wear with a total African feel.

The shop embraces the hospitality of Africa and offers customers the opportunity to treat themselves, their friends, or their partners to a pampering session. Qualified staff will offer facials, massages, manicures, and pedicures at special low rates.

Apart from its well-stocked spacious shopping area, it provides a coffee shop where shoppers can relax, enjoy refreshments, and chat while their children play in a safe play area under the close supervision of caregivers. *Embrace Africa* is a store that truly understands the South African market's need to mingle with others while shopping for the best value for money. Their shopping hours thus also cater for those who work full time and can only shop after hours, over weekends, and on public holidays. (10)

[30]

QUESTION 7

7.1 An agenda is an official work plan for a meeting.

State 10 items that should appear on an agenda in the correct sequence. (10)

7.2 State and explain FOUR purposes of taking minutes during a meeting. (4 × 2) (8)

7.3 Mr André de Ruyter has been appointed as the new CEO of Eskom South Africa.

Name SIX roles that will be performed by Mr De Ruyter as CEO of Eskom holdings. (6)

7.4 Regulatory bodies are organisations that make rules and provide guidelines concerning marketing and marketing communication.

Explain the role of each of the following regulatory bodies in the marketing industry:

7.4.1 The Independent Communication Authority of South Africa (ICASA)

7.4.2 The Institute of Marketing Management (IMM)

7.4.3 Consumer courts

(3 × 2) (6)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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