higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

(3041023)

2 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 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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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 (1.1–1.10) in the ANSWER BOOK.

1.1 Cold calling is when a marketer telephones or visits someone they have never met before to try and sell them something.

1.2 A trade secret includes confidential methods, patterns and processes that make a product different from that of its competitors.

1.3 Mass marketing is the marketing of a product to the smallest possible market that consists of all the marketing segments.

1.4 Customer service is the assistance given to customers only before the purchase.

1.5 Motivation consists of various needs, feelings and desires that push people towards acting in a certain way.

1.6 The statutory elements refer to the laws and regulations that affect the structure of the organisation.

1.7 Customer needs must be clarified.

1.8 Verbal enquiries are enquiries made in spoken words.

1.9 An example of promotional signage is a television.

1.10 Corporate governance refers to the way that an organisation is managed.

(10 × 1) **[10]**

QUESTION 2

Complete the following sentences by choosing a word/term from those given in the following list. Write only the word/term next to the question number (2.1–2.10) in the ANSWER BOOK.

treasurer; market environment; competitive edge; illustrations; slogans; agenda; close corporation; advertisement; minutes; product item; emotional; press release

2.1 The official recording of a meeting is called the…

2.2 A/an … is sold to satisfy a customer's needs.

2.3 A/an … is a statement that is issued by a marketer to announce a new product or service.

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2.4 … is a form of ownership.

2.5 The … needs of a consumer must do with feelings.

2.6 ... are catchy phrases that are used in marketing communication.

2.7 A/an … is a person who keeps record of financial matters.

2.8 The … consists of the customer and the competition in the environment.

2.9 The … is the factor that gives a company the advantage over all the other competitors.

2.10 … include all types of visual charts.

(10 × 1) **[10]**

QUESTION 3

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

3.1 A sales pitch, as a form of marketing communication, is a (two-way/one-way) communication process.

3.2 A (close corporation/sole proprietorship) is a business that is owned by one person only.

3.3 A presentation is one of the best opportunities to demonstrate your (communication/management) skills.

3.4 (Nervous tension/Stress) is a sign that you care about the topic, your audience and your success as a marketer.

3.5 When a salesperson in a shop talks directly to consumers, it is known as (direct marketing/direct selling).

3.6 When you phone a (toll-free number/toll gate) you don't pay a set amount to dial, no matter where you phone from.

3.7 Groceries are (tangible/intangible) products.

3.8 The receiver of a message reacts in some way to the message. This reaction is called (input/feedback).

3.9 The (King's report/Companies Act) prescribes the role and function of the directors and the CEO of the company.

3.10 To postpone a meeting means to (adjourn/cancel) the meeting.

(10 × 1) **[10]**

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QUESTION 4

4.1 You are a marketing manager of Naledi manufacturers. You undertake a large amount of marketing for this company.

Briefly explain why marketing is necessary. (4 × 1) (4)

4.2 Name the FOUR 'Ps' in the marketing mix. (4)

4.3 Name FIVE visual aids that can be used in a presentation. (5 ×1) (5)

4.4 You are the secretary of the marketing committee in your firm. The marketing committee needs to have a meeting to discuss the launch of a new product. The items that need to be discussed during the meeting include the following: the marketing survey report, invitations and any other relevant items.

Draft an agenda for a meeting scheduled for the marketing department. (8 ×1) (8)

4.5 Identify the type of motivation used in the marketing of the following:

4.5.1 Trellidor security gates

4.5.2 BMW

4.5.3 Clover milk

4.5.4 “Become your ultimate self” training course

4.5.5 Virgin Active Gym membership (5 × 1) (5)

4.6 Rewards are often used to motivate people, but not all rewards are good motivators. For a reward to motivate people, it must have certain characteristics.

Briefly explain TWO characteristics a reward should have to motivate people. (2 × 2) (4)

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QUESTION 5

5.1 You are the sales manager of Zama Traders, a firm that specialises in selling electronic components. You are requested to present a sales talk on your product to a potential client.

State FIVE guidelines on how you would go about preparing a marketing presentation. (5 × 1) (5)

5.2 A questionnaire is an instrument that is used to conduct marketing surveys.

State FIVE elements or pieces of information that should appear in a marketing survey questionnaire. (5 × 1) (5)

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

5.3.1 State THREE uses of sales letters. (3)

5.3.2 Name THREE elements that should be included in the format of a sales letter. (3)

5.3.3 Name FOUR basic guidelines for writing a good sales letter. (4)

5.4 Advertisements on billboards and in magazines are designed in such a manner that they catch your eye. If a company wants to ensure that they create unique advertisements, they must be guided by creative principles.

Study the picture below. Identify and explain THREE creative principles used in this advertisement.



(3 × 2) (6)

5.5 The marketing committee has decided to use signage to promote new courses for the next semester. They asked your advice on where they should use the promotional signage.

List FOUR places where they could use promotional signage. (4)

[30]

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QUESTION 6

6.1 Study the picture below and answer the questions.



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

6.1.2 What product is being advertised? (2)

6.1.3 Name THREE media that you would choose to advertise this product. (3)

6.1.4 Who is the target market for this product? Substantiate your answer. (2 × 2) (4)

6.2 An oral progress report is a report that is given verbally about what has been accomplished to solve a problem.

Explain FIVE things to keep in mind when preparing for this oral report. (5 × 2) (10)

6.3 Explain the following terminology:

6.3.1 Creative strategies

6.3.2 Data collation

6.3.3 Distribution list

6.3.4 Treasurer

6.3.5 Field worker (5 × 2) (10)

[30]

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QUESTION 7

7.1 You are the manager of Vinay's Auto Clinic, a company that services all makes of automobiles. A customer, Mr AMG Khoza sent his Mercedes Benz for a service emphasising that the brakes were not up to standard, but the car was returned without the brakes being sorted out.

Mr Khoza was unhappy about the problem with the brakes and he wrote a letter of complaint to you.

Write a letter of apology to Mr Khoza giving reasons why the brakes were not repaired. The correct layout must be used when writing the letter. (14)

7.2 A marketing presentation is a form of communication.

Draw a diagram to illustrate the communication process during a presentation. (10)

7.3 Explain THREE types of services rendered by advertising teams or agents.
(3 × 2) (6)
[30]

TOTAL: 150

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