higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING MANAGEMENT
NQF LEVEL 3

(3041023)

3 March 2020 (X-paper)
09:00–12:00

This question paper consists of 7 pages.

225Q1S2003

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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.. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

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

1.1 Barriers are the way the receiver reacts to the message.

1.2 Advertising is the nonpersonal promotion of goods, services, companies and ideas.

1.3 Font refers to the arrangement of text and pictures.

1.4 External referral is when you refer the customer query to someone inside the organisation.

1.5 A display stand is a structure on which you can put things you want people to see.

1.6 A sales letter is a document a marketer writes to a potential customer.

1.7 Legal requirements are the laws and regulations that the sales letter must fulfil.

1.8 Needs are the advantages people get from acting in a certain way.

1.9 An agenda is the record of the discussions and decisions of a meeting.

1.10 A trade mark is a sign that is used to identify a product or a service.

(10 × 1) **[10]**

QUESTION 2

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

COLUMN A		COLUMN B	
2.1	Process of deciding on the amount of money the consumer will have to pay for the product	A	visual aids
2.2	Oral communication with potential buyer with the intention of making a sale	B	minutes
2.3	Style and size of typed letter	C	motivation
2.4	Electronic message sent via a computer	D	press release
2.5	Information contained in written communication	E	competitive edge
2.6	Tools seen by audience helping to explain the content of presentation	F	email
2.7	Advantage of one product over another	G	personal selling
2.8	Statement sent to various media containing details of event, product or service	H	pricing
2.9	Reason behind someone's action	I	font
2.10	Record of discussions and decisions of a meeting	J	content
		K	agenda
		L	promotion

(10 × 2) **[20]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Name TWO levels of the current marketing environment to consider when dealing with integrated marketing communication. (2)

3.2 List EIGHT elements of integrated marketing communication. (8)

3.3 The use of colour is an important creative element in advertising.

3.3.1 Briefly discuss how it can be used in creating marketing products. (4)

3.3.2 Briefly explain the emotional association people may have with certain colours with reference to bright colours and soft colours. (4)

3.3.3 Give TWO examples of the emotional association that the colour red may evoke in a person. (2)

3.4 State FIVE types of information which must appear on an invoice. (5)

3.5 List FIVE elements of a business letter (5)

[30]

QUESTION 4

4.1 Explain the roles in presentation as part of the communication process. (10)

4.2 Give FIVE types of visual aids that can be used in a presentation. (5)

4.3 State FIVE guidelines that you should keep in mind when you do a demonstration. (5)

4.4 Define *assertiveness*. (2)

4.5 Briefly explain FOUR qualities of assertive people. (8)

[30]

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QUESTION 5

A press release is a statement sent to various media and contains details of an event, product or service.

5.1 Briefly discuss any SIX guidelines to keep in mind when writing a press release. (12)

5.2 A sales letter should make an immediate impression on the receiver.

5.2.1 Name THREE functions of the headline. (3)

5.2.2 Name THREE things that should be in the body of the sales letter. (3)

5.2.3 Name TWO things the closing paragraph should do. (2)

5.3 Objections are the reasons that people give for opposing or disapproving of something.

Name FIVE methods of handling objections in a sales pitch. (5)

5.4 Give FIVE advantages of using signage in a marketing campaign. (5)

[30]

QUESTION 6

6.1 Define *motivation.* (2)

6.2 Draw a diagram according to Maslow's hierarchy of needs. Label each level and give ONE example on each level. The levels should be in the correct order. (12)

6.3 Rearrange the following elements of an agenda in the correct order. Number them from 1 to 8.

Matters arising
Minutes of the previous meeting
Welcome
Closing
Attendance register
Opening
Date of next meeting
Apologies (8)

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6.4	6.4.1	List the FOUR key elements of marketing objectives.	(4)
	6.4.2	Give TWO examples of e-communication.	(2)
	6.4.3	Define *slogan*.	(2)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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