higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

(3041023)

13 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

NCV

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. Choose the answer and write only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 The main regulatory body of the advertising industry in South Africa is the Advertising Standards Authority (ASA).

1.2 Visual aids are tools that an audience can see and hear during a presentation.

1.3 A concept of marketing is to satisfy customer needs.

1.4 Creativity means to come up with a totally new way of doing something.

1.5 Presentations are events during which one can explain or describe a new product or idea.

1.6 Minutes are drawn up before the agenda of a meeting.

1.7 Statutory elements refer to the laws and regulations that affect the structure of an organisation.

1.8 The amount that a consumer is willing to pay for a product is called the price.

1.9 The regular font size used for official documents is 14.

1.10 Sales people see money as the only motivating factor in the business world.

(10 × 1) **[10]**

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QUESTION 2

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

COLUMN A		COLUMN B	
2.1	Everywhere you go	A	Adidas
2.2	Sheer driving pleasure	B	Panasonic
2.3	Have a break, have a …	C	Duracell
2.4	Ideas for life	D	Toyota
2.5	The best a man can get	E	MTN
2.6	Lasts up to eight times longer	F	BMW
2.7	Share moments. Share life.	G	Sprite
2.8	Impossible is nothing	H	Kodak
2.9	Everything keeps going right	I	Gillette
2.10	Obey your thirst	J	Kit Kat

(10 × 1) **[10]**

QUESTION 3

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

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

3.2 (Self-esteem/Self-actualisation) refers to the need to become a better person and to learn more.

3.3 (Adjournment/Closing) means to postpone a meeting.

3.4 The (board of directors/shareholders) are responsible for the performance of the company.

3.5 (Sponsorship/Bonus) refers to organisations providing resources to help with a particular project or event.

3.6 (Integrated/Mass) marketing is a combination of two or more forms of marketing used to sell a product.

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3.7 (Publicity/Public relations) is promotion aimed at creating and maintaining a positive image of a business.

3.8 Creative elements of marketing communication include (words/objectives).

3.9 A/An (cash sales slip/invoice) is a written record of goods or services provided, and the amount charged for them, sent to a customer as a request of payment.

3.10 A/An (overhead projector/PowerPoint presentation) is an electronic visual aid.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

4.1 Allan McArthur, a sales manager, must give a presentation to explain the benefits of his product.

List FIVE ways to cope with nervous tension during a presentation. (5)

4.2 Discuss FIVE responsibilities of the company secretary. (5 × 2) (10)

4.3 You are the sales manager of Umhlanga Car World.

Explain how you will motivate sales staff to increase their sales with specific reference to different ways to increase their salaries. (4 × 2) (8)

4.4 Name TWO resources one can use while preparing for a sales presentation. (2)

4.5 List FIVE tips or guidelines for writing a good sales letter. (5)

[30]

QUESTION 5

5.1 Define the term *integrated marketing communication* and give an example. (5)

5.2 Sanele Molotshwa is the manager of Samsung Frost and Freeze Ltd. His contact details are: PO Box 786, Dannhauser, 3080; e-mail: sanele@frostfreeze.com; tel: 084 221 9610; and fax: 089 123 5610.

Furnzone is one of his best clients and he offers them a 30% discount on all fridges and freezers for December.

Complete the sales letter he will send to Mrs AB Cassim, the manager of Furnzone Furniture. The address of Furnzone Furniture is: PO Box 234, Dannhauser, 3080. (15)

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5.3 One of the reasons for using promotional signage is to draw attention.

Name FIVE places where one would use promotional signage. (5)

5.4 List the FIVE basic motivational needs according to Maslow's hierarchy. (5)
[30]

QUESTION 6

6.1 Name FIVE elements of nonverbal communication that play a role in a presentation. (5)

6.2 A marketing brief is a document which explains the client's objectives and the target market for the proposed marketing communication.

List FIVE elements that must be included in the marketing brief. (5)

6.3 Explain the term *agenda*. (2)

6.4 Give TWO detailed reasons why it is important to take minutes during a meeting. (2 × 2) (4)

6.5 How can the minutes of a meeting be distributed by the responsible person? (2)

6.6 Name FIVE guiding principles of the Advertising Standards Authority (ASA). (5)

6.7 Describe TWO qualities of an assertive person. (2 × 2) (4)

6.8 Name THREE benefits of being assertive. (3)
[30]

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QUESTION 7

7.1 Promotion refers to the method an organisation uses to make consumers aware of its products or services.

List FIVE promotional tools. (5)

7.2 Name FIVE factors that affect integrated marketing. (5)

7.3 You are the manager of Solly's Furniture. Mr Zwane, a customer of yours, bought a bedroom suite and was promised delivery the same day. Three days later the bedroom suite was still not delivered. Mr Zwane called and was very unhappy about the service he received.

Write a letter of apology to Mr Zwane explaining the reason for the delay.

Address for Solly's Furniture: PO Box 5728, Johannesburg, 8001

Address for Mr Zwane: PO Box 79143, Soweto, 3080 (16)

7.4 List FOUR key factors of a marketing plan. (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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