higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N980**(E)**(J3)H

JUNE EXAMINATION

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

3 June 2014 (Y-Paper)
13:00–16:00

This question paper consists of 4 pages.

BUSINESS STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MARKETING COMMUNICATION N6
TIME: 3 HOURS
MARKS: 200

NOTE: If you answer more than the required number of questions, only the required number of questions will be marked. All work you do not want to be marked must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. SECTION A is COMPULSORY.
2. Answer any THREE questions from SECTION B.
3. Read ALL the questions carefully.
4. Number the answers according to the numbering system used in this question paper.
5. Write neatly and legibly.

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SECTION A (COMPULSORY)

QUESTION 1

1.1 Advertising by organisations can take various forms.

Explain *industrial advertising* as a form of advertising that can be used to promote products. (10)

1.2 Large amounts of money are spent by firms engaging in advertising to increase sales. After an advertising campaign advertising must be measured.

List FIVE criteria to measure advertising effectiveness. (10)

1.3 The advertising campaign must be monitored on an ongoing basis to ensure that it is going according to plan and that no deviations are encountered.

In view of the above, list the steps in the control process. (10)

1.4 Advertising agencies are used by firms to create advertising.

Identify FIVE types of advertising agencies. (10)

1.5 Advertising must be tested before it is printed, published or broadcast.

Explain *pretesting* as a step in the launching of an advertising campaign. (10)
[50]

SECTION B

Answer any THREE questions in this section.

QUESTION 2

2.1 Advertising in an economy needs to be controlled to protect organisations and the consumers. One of the bodies that controls advertising in South Africa is the Advertising Standards Authority (ASA).

Discuss the Advertising Standards Authority (ASA). (15)

2.2 There are various factors that should be considered when choosing advertising media.

Explain the organisational factors that need to be considered. (10)

2.3 Public relations is an element of the marketing communication mix.

State FIVE objectives of public relations. (10)

2.4 Draw an organisational structure depicting the organisation of marketing communication in a company. (15)
[50]

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QUESTION 3

3.1 Evaluate the criteria when choosing an advertising agency. (10)

3.2 Newspapers can be used as an advertising medium to promote products.

List the strengths and weaknesses of newspapers as a medium. (20)

3.3 Explain *combination offers* as a sales promotion technique. (10)

3.4 Publicity is another element of the marketing communication mix that can be used to promote a product.

Define *publicity*. (10)
[50]

QUESTION 4

There are a number of activities that are involved in the launching of an advertising campaign. These activities can be categorised into various steps. Step 1 is the critical analysis of the present situation, also known as situation analysis.

Discuss the step known as *situation analysis*. **[50]**

QUESTION 5

5.1 All products move through four stages known as the product life cycle.

Explain the growth stage of the product life cycle. (11)

5.2 Explain *visualising* as an element involved in the creation of an advertisement. (15)

5.3 Advertising must be budgeted for by an organisation in order to ensure that ample funds are available for advertising. One of the techniques used to determine the advertising budget is the unit of sales method.

Discuss the *unit of sales method*. (10)

5.4 The selling process used in personal selling must be strictly adhered to, to ensure maximum sales.

Identify the *steps* in the *selling process*. (14)
[50]

TOTAL: 200

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