higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1010**(E)**(J15)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

15 June 2016 (X-Paper)
09:00–12:00

This question paper consists of 4 pages.

GENERAL STUDIES

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

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

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. Read ALL questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each question on a NEW page.
5. Write neatly and legibly.

GENERAL STUDIES

Copyright reserved

QUESTION 1

1.1 Advertising communication has its own characteristics.

Identity FIVE characteristics of advertising communication (10)

1.2 To a significant degree, the effectiveness of an advertising campaign depends on the agent used.

State the FIVE important requirements for an advertising agency. (10)

1.3 All products can move through four phases of the product life-cycle.

Explain the mature phase of the product life-cycle. (10)

1.4 There are various forms of advertising that can be used to promote a product.

Explain commercial advertising as a form of advertising. (10)

1.5 Identity FIVE oral media that can be used in a public relations programme. (10)
[50]

QUESTION 2

2.1 Distinguish between the strengths and weaknesses of television as an advertising medium. (20)

2.2 Explain copy research as an element of copywriting in the creation of an advertisement. (15)

2.3 Explain the percentage of sales method as a technique in determining the advertising budget. (15)
[50]

QUESTION 3

3.1 Explain combination offers as a technique in sales promotion. (10)

3.2 Identify the qualitative objectives of personal selling. (10)

3.3 Explain pretesting as step six in the launching of an advertising campaign. (10)

3.4 State FIVE criteria that can be used to measure advertising effectiveness. (10)

3.5 Determining price according to demand is a method used in pricing policy.

Explain the method of determining price according to demand. (10)
[50]

GENERAL STUDIES

QUESTION 4

4.1 Illustrate the organisation of marketing communication using a diagram. (10)

4.2 Discuss the media plan and the various elements included in this plan. (20)

4.3 Illustrate the process of advertising communication using a diagram. (20)
[50]

TOTAL: 200

GENERAL STUDIES

Copyright reserved