higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1050**(E)**(J19)H

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

19 June 2018 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

GS

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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 will be marked. Clearly cross out ALL work you do NOT want to be marked.

INSTRUCTIONS AND INFORMATION

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

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SECTION A (COMPULSORY)

QUESTION 1

1.1 Advertising only serves as an aid to successful marketing and is never an end in itself.

State the requirements for successful marketing. (6 × 2) (12)

1.2 Discuss the introductory phase of the product life cycle. (5 × 2) (10)

1.3 Outline criteria for choosing an advertising agency. (6 × 2) (12)

1.4 Explain how the internal environment of a business can influence the choice of media, especially controllable factors. (4 × 2) (8)

1.5 Compare *premium offers* and *combination offers* as different techniques used during sales promotion. (4 + 4) (8)

[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions from this section.

QUESTION 2

2.1 Explain in detail what public relations can achieve for a company. (5 × 2) (10)

2.2 Name FOUR types of visual media that can be used for public relations. (4)

2.3 Give a list of SIX activities which can be performed during sales promotion. (6)

2.4 Describe FIVE main bodies that control advertising in South Africa. (5 × 2) (10)

2.5 Analyse the criteria for selective-demand advertising. (5 × 2) (10)

2.6 Brands are used when a producer wants to distinguish his/her products from those of a competitor.

Give FIVE statements supporting the extent of the value that advertising adds to brand names. (5 × 2) (10)

[50]

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QUESTION 3

3.1 Explain features of sales promotion which should be kept in mind when deciding to include it in the marketing communication mix. (5 × 2) (10)

3.2 When executing a media plan there are three steps to follow. Step 1 comprises background information about the company and its products and focuses on certain areas.

List the FIVE main areas. (5)

3.3 State FIVE factors to consider when choosing outdoor advertising as medium. (5)

3.4 List and explain SIX main testing methods to measure the effectiveness of advertising. (6 × 2) (12)

3.5 Comment on the importance of specific advertising objectives. (4 × 2) (8)

3.6 Name and explain FIVE main methods of pretesting. (5 × 2) (10)
[50]

QUESTION 4

4.1 Make a diagram of an advertising communication model for an organisation. (10)

4.2 State FIVE factors which lead to better control over advertising. (5 × 2) (10)

4.3 Discuss step 5 in the selling process. (5 × 2) (10)

4.4 The effectiveness of an advertising campaign depends on the agency used.

Name FIVE qualities which can be regarded as the most important requirements for an advertising agency. (5 × 2) (10)

4.5 When determining the amount to be spent on an advertising campaign certain important considerations should be made.

Explain such considerations. (5 × 2) (10)
[50]

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QUESTION 5

5.1 Creating an advertisement requires the ability to come up with something new. Advertisement creation involves three dimensions, namely copywriting, visualisation and layout.

Discuss how visualisation can contribute to a good, attractive advertisement. (12)

5.2 Explain the SIX main steps in a consumer's decision-making process. (6 × 2) (12)

5.3 Discuss SIX factors that should be kept in mind when choosing a brand name. (6 × 2) (12)

5.4 List the FOUR main steps in the control process. (4 × 2) (8)

5.5 Name THREE quantitative objectives of personal selling. (3 × 2) (6)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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