higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1060**(E)**(J11)H

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

11 June 2019 (X-Paper)
09:00–12:00

This question paper consists of 6 pages.

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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. ALL work you do NOT want to be marked must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of TWO sections:

   SECTION A: 50 marks
   SECTION B: 150 marks

2. SECTION A is COMPULSORY.

3. SECTION B: Answer only THREE questions in this section.

4. Read ALL the questions carefully.

5. Number the answers according to the numbering system used in this question paper.

6. ALL questions must be answered in the ANSWER BOOK.

7. Draw a line after each question.

8. Write neatly and legibly.

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SECTION A (COMPULSORY)

QUESTION 1

1.1 Sales promotion techniques, or pull strategies, are aimed at consumers and to influence the consumer to make rapid buying decisions.

Give a brief description of FIVE such sales promotion techniques. (5 × 2) (10)

1.2 Explain how controllable marketing factors can influence the choice of media. (4 × 2) (8)

1.3 Step 3 in launching an advertising campaign involves financial planning and flows from the advertising objectives.

Discuss a competitor's expenditure as a method to determine the advertising budget. (10)

1.4 List FIVE characteristics of advertising communication. (5 × 2) (10)

1.5 Creating an advertisement involves three dimensions, namely copywriting, visualising and layout.

Explain visualising. (10)

1.6 Name TWO types of advertising agencies. (2)
[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section.

QUESTION 2

2.1 Governing bodies, such as ASA, were introduced into the advertising industry to provide better control of advertising.

List SEVEN factors that led to better control of advertising. (7)

2.2 The aim of public relations is to create better understanding between people and organisations.

2.2.1 Identify SIX opportunities for public relations. (6)

2.2.2 Name SIX oral media the PR officer can use. (6)

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2.3 Give SIX techniques or testing methods that may be used to measure the effectiveness of advertising. (6)

2.4 Describe *professional advertising* as one form of advertising. (5 × 2) (10)

2.5 Personal selling form part of a promotional strategy and allow marketers to personalise the sales message.

Discuss step 5 of the selling process. (10)

2.6 Media owners allow media commission for advertising agencies, but not for individual advertisers.

List FIVE services that media commission do not pay for. (5)
[50]

QUESTION 3

3.1 Study the advertisement below and answer the questions.



3.1.1 Which product is advertised above? (2)

3.1.2 Who is the advertiser in the advertisement? (2)

3.1.3 Identify TWO brand names that are in direct competition with the brand advertised above. (2)

3.1.4 Briefly explain the advertising value of brand names. (5 × 2) (10)

3.2 Discuss the criteria for choosing an advertising agency. (6 × 2) (12)

3.3 The aim of research about advertising copy is to determine the impact ability of the advertisement and whether it conveys the desired message.

Describe the pre-evaluation process of advertisement copy. (4 × 2) (8)

3.4 The evaluation of advertising material is based on the AIDAC concept.

Explain what AIDAC means and how it is applied when an advertisement is created. (14)

[50]

QUESTION 4

4.1 4.1.1 List the steps in launching an advertising campaign. (9)

4.1.2 Identify FIVE methods that can be applied during step 6 of the advertising campaign. (5)

4.1.3 Briefly explain the different stadia of control during an advertising campaign. (6)

4.2 There must be a demand for the generic product before demand for a specific brand can be stimulated.

Discuss the criteria for primary demand advertising. (5 × 2) (10)

4.3 The media plan consists of gathering background information about the company and the competition, as well as making recommendations.

Briefly explain THREE aspects relevant to making recommendations. (3 × 2) (6)

4.4 In an economic sense, advertising provides certain utility values to the consumer.

Describe these utility values. (4 × 2) (8)

4.5 List in the correct order the SIX steps in the consumer decision-making process. (6)

[50]

QUESTION 5

5.1



5.1.1 Which medium is illustrated in the picture above? (2)

5.1.2 Identify EIGHT media factors that can influence the choice of media. (8)

5.1.3 Evaluate the strengths and weaknesses of the media in the picture above. (10)

5.2 Advertising objectives must relate to the overall marketing communication tasks.

Discuss SIX requirements for specific advertising objectives. (6 × 2) (12)

5.3 Copywriting is one of the activities in creating an advertisement.

Give a short description of each of the following terms:

5.3.1 Copy research (2)

5.3.2 Copy structure (5)

5.3.3 Irrational copy style (3)

5.4 List FOUR governing bodies that control advertising in SA. (Any 4 × 1) (4)

5.5 Distinguish between *publicity* and *public relations.* (2 + 2) (4)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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