higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

9 June 2021 (X-paper)
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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 the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Draw a line across the page after completing each question.
5. Write neatly and legibly.

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QUESTION 1

1.1 Explain FIVE objectives of public relations. (10)

1.2 Identify and briefly describe FIVE types of advertising agencies. (10)

1.3 Name FIVE factors influencing a media choice. (5)

1.4 Identify FIVE oral media that can be used in a PR programme. (5)

1.5 State FIVE factors that must be taken into consideration when choosing a brand name. (10)

1.6 Explain the role of marketing communication during the growth phase of a product life cycle. (5 × 2) (10)

[50]

QUESTION 2

2.1 Compare the strengths and weaknesses of outdoor advertising as an advertising medium. (5 + 5) (10)

2.2 Explain why publicity is an important component of the marketing communication mix. (5 × 2) (10)

2.3 Discuss the importance of layout in the creation of an advertisement. (15)

2.4 Name FIVE bodies controlling advertising in South Africa. (5)

2.5 Identify and explain the criteria for primary demand advertising. (5 × 2) (10)

[50]

QUESTION 3

3.1 Sales promotion involves special activities between the producer and the dealer in order to stimulate sales, or it involves special activities between the producer and the consumer in order to stimulate demand.

Distinguish between *competitions* and *premiums* as sales promotion techniques. (5 + 5) (10)

3.2 Advertising objectives must relate to, and be derived from, the overall marketing communication task of advertising.

Explain FIVE requirements for specific advertising objectives. (10)

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3.3 Describe FIVE basic tasks of a sales representative. (10)

3.4 The effectiveness of advertising lies in its ability to communicate with the target market.

Name FIVE criteria that can be used to measure the effectiveness of advertising. (10)

3.5 Explain *national advertising*. (5 × 2) (10)
[50]

QUESTION 4

4.1 Briefly explain FIVE methods that can be used for pretesting to eliminate costly mistakes before an advertising campaign is launched. (10)

4.2 Explain FIVE reasons for using advertising agencies and the contribution they make to the client's marketing function. (10)

4.3 4.3.1 Define *media plan*. (2)

4.3 4.3.2 Describe FOUR main elements that a media plan must address. (8)

4.4 Discuss the criteria an advertiser should consider when choosing an advertising agency. (10)

4.5 The determination of the amount of money in the advertising budget can be done according to the breakdown or build-up method.

Explain the percentage-of-sales method of determining the advertising budget. (5 × 2) (10)
[50]

TOTAL: 200

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