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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N980(**E**)(M23)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

23 May 2013 (Y-Paper)
13:00–16:00

This question paper consists of 4 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 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 in 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 is an absolute necessity for any business enterprise in order to increase sales and maximise profits.

Give FIVE reasons for advertising. (10)

1.2 Various forms of advertising are used to promote a product.

Explain *national advertising* as a form of advertising. (10)

1.3 Radio advertising is one type of advertising.

List FIVE strengths of radio advertising. (10)

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

Identify FIVE visual media that can be used in public relations. (10)

1.5 Publicity is another element of the marketing communication mix.

Define *publicity*. (10)
[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section.

QUESTION 2

2.1 Evaluate FIVE criteria to be used when choosing an advertising agency. (10)

2.2 A product moves through four phases in the product life cycle.

Explain the introductory phase of this cycle. (15)

2.3 Two advertising opportunities can be identified.

Discuss the criteria for primary demand advertising. (20)

2.4 Advertising agencies can be used to create advertising.

List FIVE types of advertising agencies. (5)
[50]

AND/OR

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QUESTION 3

3.1 Explain *visualising* as an element of the creation of an advertisement. (15)

3.2 An advertising budget is the amount of money set aside to use as advertising expenditure.

(15)

Explain the percentage-of-sales method to calculate the advertising budget.

(10)

3.3 Give FIVE criteria to be used to measure advertising effectiveness.

3.4 Sales promotion can be used to promote a product to customers.

Explain *premiums* as a promotion method. (10)
[50]

AND/OR

QUESTION 4

The creation of an advertisement is of paramount importance in ensuring that customers are informed, reminded and persuaded to purchase a product.

Discuss *copy writing, visualising* and *layout* as used to create an advertisement. **[50]**

AND/OR

QUESTION 5

5.1 Certain businesses depend on personal selling to promote their product.

Explain *prospecting* as a basic task of the salesperson. (10)

5.2 Depict the advertising communication model in the form of a DIAGRAM. (15)

5.3 List the FIVE steps in the control process. (10)

5.4 Explain *advertising* and its contribution to the economy. (15)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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