higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1020**(E)**(N30)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

30 November 2016 (X-Paper)
09:00–12:00

This question paper consists of 4 pages.

GENERAL STUDIES

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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. Write neatly and legibly.

GENERAL STUDIES

QUESTION 1

1.1 Enterprises must engage in advertising to remain competitive which enables them to retain or increase their market share.

In view of this give FIVE reasons for advertising. (10)

1.2 Advertising agencies are independent organisations which can be used to create advertising for a firm.

Give FIVE criteria used when choosing an advertising agency. (10)

1.3 Products move through four stages of the product life cycle.

Explain the descending phase of the product life cycle. (10 × 1) (10)

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

Discuss retail advertising as a form of advertising. (5 × 2) (10)

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

State any FIVE objectives of public relations. (10)
[50]

QUESTION 2

2.1 State the strengths and weaknesses of outdoor advertising as an advertising medium. (10 × 2) (20)

2.2 Discuss layout as an element used in the creation of an advertisement. (15 × 1) (15)

2.3 Explain the competitor's expenditure method as a technique for determining the advertising budget. (10 × 1) (10)

2.4 Identify FIVE methods to measure the effectiveness of advertising. (5)
[50]

GENERAL STUDIES

QUESTION 3

3.1 A premium offer is an article of merchandise offered free together with another product.

Explain premiums as a technique in sales promotions. (10 × 1) (10)

3.2 Discuss prospecting as a basic task of a salesperson. (10 × 1) (10)

3.3 Identify FIVE requirements for specific advertising objectives. (10)

3.4 Evaluate marketing communication and the economy. (15)

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

QUESTION 4

4.1 Draw a diagram to depict the advertising communication model. (15)

4.2 Discuss the criteria for selective demand advertising. (20)

4.3 Draw a diagram to show the organisation of marketing communication. (10)

4.4 Give the steps in the control process. (5)
[50]

TOTAL: 200

GENERAL STUDIES

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