higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1050**(E)**(N28)H

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

28 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 5 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. Clearly cross out ALL work you do NOT want to be marked.

INSTRUCTIONS AND INFORMATION

1. SECTION A is compulsory.
2. Answer any THREE questions from 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 As a Marketing Management N6 student, you have just been recruited to become the member of the brand ambassador's team at your college. During the interviews you were asked to explain why it is important to always keep in mind certain factors when a brand name is chosen.

Provide these factors. (12)

1.2 Advertising can be classified into various forms according to consumers, geographical distribution of the target audience, which consumers in the target market should be reached, as well as the message to be communicated.

national advertising; retail advertising; commercial advertising; professional advertising; industrial advertising.

Choose the type of advertising from the list provided above for the communication message of any business organisation of your choice.

Motivate your choice. (10)

1.3 Identify the factors that influence the choice of advertising media and explain their influences. (4 × 4) (16)

1.4 Indicate how visualisation forms a unit with the copy of an advertisement. (12)
[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section.

QUESTION 2

2.1 Discuss coordination as one of the steps in the launching of an advertising campaign. (15)

2.2 Define pretesting and describe the FIVE methods that can be used to test the campaign before it is launched. (13)

2.3 Explain how to go about evaluating the copy before and after the launching. (12)

2.4 Indicate what an organisation hopes to achieve with sales promotion. (10)
[50]

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QUESTION 3

3.1 Describe the concept *public relations* and identify opportunities for it. (14)

3.2 Briefly explain the task of sales representatives, as mentioned in the learning content. (12)

3.3 Differentiate between the FOUR forms of marketing communication. (12)

3.4 Evaluate the use of an advertising agency to carry out the marketing task. (12)
[50]

QUESTION 4

4.1 Identify governing bodies involved in the field of marketing communication and explain the role and function of each. (12)

4.2 Why is marketing communication so important for an organisation? (6)

4.3 Explain FIVE breakdown methods of determining an advertising budget. (10)

4.4 Identify FOUR steps in the control process. (8)

4.5 Compare the *printed* advertising media with the *audio-visual* media by evaluating the strong and weak points of each. (2 × 7) (14)
[50]

QUESTION 5

5.1 Distinguish between services paid for by the media commission and those not paid for. (12)

5.2 Outline the criteria that are important in the choice of an advertising agency. (10)

5.3 Explain the influence of distribution policy on the marketing communication mix. (10)

5.4 Briefly explain the following concepts:

- Marketing mix
- Advertising
- Publicity
- Sales promotions
- Personal sales (10)

5.5 Explain the necessity of continuous research. (8)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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