higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

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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. Answer ALL the questions in SECTION A.
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. Draw a line after each question.
6. Write neatly and legibly.

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SECTION A (COMPULSORY)

QUESTION 1

1.1 List FIVE objectives of public relations. (5)

1.2 Briefly explain FIVE types of advertising agencies. (5 × 2) (10)

1.3 Explain FIVE media factors that will influence the choice of media. (5 × 2) (10)

1.4 Name FIVE types of oral media that a public-relations officer can utilise. (5)

1.5 Explain FIVE factors to consider when choosing a brand name. (5 × 2) (10)

1.6 List FIVE components that should be included in an advertising plan. (5 × 2) (10)
[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section.

QUESTION 2

2.1 Study the picture and answer the questions.



2.1.1 Identify the brand name of the product. (2)

2.1.2 Explain the use of packaging for the product being advertised. (3 × 2) (6)

2.1.3 Recommend the right type of advertising for the product. (2)

2.1.4 Give THREE reasons for the recommendation in QUESTION 2.1.3. (3 × 2) (6)

2.1.5 Which advertising media was used for the product? (2)

2.1.6 Explain the influence of copy research on the design of the advertisement. (3 × 2) (6)

2.2 Discuss FIVE criteria for measuring advertising effectiveness. (5 × 2) (10)

2.3 Give FIVE reasons why organisations use advertising agencies. (5 × 2) (10)

2.4 List SIX ways to measure the impact of advertising. (6)
[50]

QUESTION 3

3.1 Explain each of the following sales-promotion techniques:

3.1.1 Competitions and raffles (5)

3.1.2 Combination offers (5)

3.2 Briefly discuss the importance of layout as one of the main elements in advertisement creation. (5 × 2) (10)

3.3 Analyse the FIVE criteria for primary-demand advertising. (5 × 2) (10)

3.4 Briefly explain *national advertising*. (5 × 2) (10)

3.5 Discuss the seventh step in launching an advertising campaign. (5 × 2) (10)
[50]

QUESTION 4

4.1 Explain the steps in media-plan development. (15)

4.2 Discuss FIVE criteria that guide an advertiser when choosing an advertising agency. (5 × 2) (10)

4.3 Give FIVE reasons for advertising. (5)

4.4 Briefly explain the operation of each of the FOUR governing bodies that ensure that marketing communication is applied to the advantage of a community. (4 × 3) (12)

4.5 Explain how marketers can utilise the various characteristics available to their advantage when planning advertising programmes. (4 × 2) (8)
[50]

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QUESTION 5

5.1 Explain how to execute the first step (tracing the consumer) of the selling process. (7 × 2) (14)

5.2 Formulate THREE objectives to achieve through a PR programme. (3 × 2) (6)

5.3 Evaluate the strong points and weaknesses of the medium identified in QUESTION 2.1.5. (6 + 4) (10)

5.4 Create an advertisement for a magazine. (15)

5.5 List FIVE factors that can influence a creative strategy. (5)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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