higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE

# MARKETING COMMUNICATION N6

(5140296)

**21 September 2020 (X-paper)**
**09:00–12:00**

**This question paper consists of 6 pages.**

076Q1B2021

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# DEPARTMENT OF HIGHER EDUCATION AND TRAINING
# REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MARKETING COMMUNICATION N6
TIME: 3 HOURS
MARKS: 200

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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 having answered each question.
6. Use only a black or blue pen.
7. Write neatly and legibly.

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## SECTION A: COMPULSORY

### QUESTION 1

Study the picture below and answer the questions.




1.1 Identify the medium used in the picture above. (2)

1.2 Differentiate between the *medium indicated above* and *outdoor advertising* by comparing their advantages. (5 + 5) (10)

1.3 Mention EIGHT other examples of media that can be used for advertising. (8)

1.4 Describe the form of advertising depicted in the picture. (5 × 2) (10)

1.5 Define the most important method of communication with a consumer. (10)

1.6 Briefly explain the requirements for specific advertising objectives. (5 × 2) (10)
**[50]**

**TOTAL SECTION A: 50**

## SECTION B

Answer any THREE questions in this section.

## QUESTION 2

2.1 You have been invited for an interview at a company that manufactures wheelchairs. The following questions were asked during the interview:

2.1.1 Which form of advertising would be suitable for the company? (2)

2.1.2 Please explain the form of advertising suggested in QUESTION 2.1.1. (5 × 2) (10)

2.2 Before an advertising campaign is launched, it should be tested to eliminate costly mistakes.

Briefly explain FIVE methods that can be used for pre-testing. (5 × 2) (10)

2.3 Describe the criteria that a company would use when they choose an advertising agency. (6 × 2) (12)

2.4 Briefly explain the contribution that an advertising agency would make to a company's marketing function. (3 × 2) (6)

2.5 Identify any FIVE reasons for advertising. (5)

2.6 Identify FIVE sources of criticism against advertising. (5)
**[50]**

## QUESTION 3

3.1 A year ago, you started a clothing company with a friend. The company produces and sells various female fashion designs. In the next few weeks, you plan to do a sales promotion campaign.

3.1.1 Define the concept *sales promotion*. (5)

3.1.2 List SEVEN techniques to use when planning a sales promotion campaign. (7)

3.1.3 Indicate FIVE objectives that you want to achieve with the sales promotion campaign. (5)

3.1.4 Explain THREE features of sales promotion that should be borne in mind when a sales promotion campaign is planned. (3)

3.2 Discuss FIVE external factors that could influence the choice of media when planning an advertising campaign. (5 × 2) (10)

3.3 Distinguish between *above-the-line* and *below-the-line* advertising. (2 + 2) (4)

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3.4 List the first SIX steps of the selling process in the correct order. (6)

3.5 A media plan is a written document compiled by an advertising agency for a client.

3.5.1 State the FOUR aspects that form the core of the problem which a media plan must address. (4)

3.5.2 Give a short description of the THREE main steps of a media plan. (3 × 2) (6)

**[50]**

**QUESTION 4**

4.1 Management needs to know which advertisements or campaigns were successful, as well as why they were successful.

4.1.1 Provide FOUR reasons to measure the effectiveness of advertising. (4)

4.1.2 State any SIX testing methods that can be used to measure the effectiveness of advertising. (6)

4.2 Explain why advertising agencies are used. (3 × 2) (6)

4.3 List FOUR types of advertising agencies. (4)

4.4 Creating an advertisement involves three dimensions, namely copywriting, visualising and layout.

Discuss copywriting as the first step in creating an advertisement. (15)

4.5 State the FIVE management functions that will be necessary when managing an advertising campaign. (5)

4.6 Explain the importance of packaging as an advertising tool. (5 × 2) (10)

**[50]**

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**QUESTION 5**

5.1 Briefly discuss the task of FOUR regulatory bodies that are involved in the control of advertising. (4 × 3) (12)

5.2 State any FOUR objectives that can be achieved through public relations. (4)

5.3 Provide a comprehensive definition of *publicity*. (10)

5.4 Explain *visualising* as an important aspect when creating an advertisement. (10)

5.5 Discuss FIVE aspects that should be kept in mind when doing the final *layout* in an available advertising space. (5 × 2) (10)

5.6 List FOUR requirements for successful marketing. (4)
**[50]**

**TOTAL SECTION B: 150**
**GRAND TOTAL: 200**

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