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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

BUSINESS STUDIES

N920(**E**)(N21)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

21 November 2013 (Y-Paper)
13:00–16:00

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 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 from 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 Any business enterprise will not survive without advertising.

Provide a definition of advertising. (10)

1.2 Business enterprises can use various forms of advertising.

Explain retail advertising as a form of advertising. (10)

1.3 Outdoor advertising is a type of advertising used to promote a product.

Identify FIVE strengths of outdoor advertising. (10)

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

Identify FIVE objectives of public relations. (10)

1.5 Publicity is used by many companies as a promotional tool.

Define *publicity.* (10)

TOTAL SECTION A: 50

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SECTION B

Answer any THREE questions.

QUESTION 2

2.1 Evaluate FIVE qualities that can be listed as the most important requirements for an advertising agency. (10)

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

Explain the mature phase of the product life cycle. (15)

2.3 Discuss the criteria for selective demand advertising as one of the two advertising opportunities. (20)

2.4 Advertising needs to be regulated and controlled to protect the interests of businesses and consumers.

List FIVE bodies that control advertising in South Africa. (5)
[50]

QUESTION 3

3.1 Analyse FIVE characteristics of advertising communication. (10)

3.2 Layout involves arranging the various copy elements effectively in the available advertising space.

Explain layout as an element in the creation of an advertisement. (10)

3.3 There are various methods to determine the advertising budget.

Explain the unit of sales method. (10)

3.4 Identify FIVE steps in the control process. (10)

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

Explain combination offers as a method of promotion to customers. (10)
[50]

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QUESTION 4

One of the objectives of an enterprise is to maximize profits. In order to achieve this, the enterprise must communicate effectively with consumers and also understand the channel of communication.

Discuss how the channel of communication can be used to benefit an enterprise. **[50]**

QUESTION 5

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

Explain the *first contact* (step 3) of the selling process. (15)

5.2 Draw an organisational structure depicting the organisation of marketing communication in an organisation. (15)

5.3 Explain pretesting (step 3) as a step in the launching of an advertising campaign. (10)

5.4 Identify FIVE objectives of sales promotion. (10)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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