higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N920**(E)**(N27)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

(5140296)

27 November 2014 (X-Paper)
09:00–12:00

This question paper consists of 4 pages.

BUSINESS 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

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 and must be answered by ALL candidates in the ANSWER BOOK.
2. Answer any THREE questions in SECTION B.
3. Read ALL the questions carefully.
4. Number 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 Explain coupons as a sales promotion technique. (10)

1.3 Publicity is used by many companies as a promotional tool. Define publicity. (10)

1.4 Public relations are an element of the marketing communication mix. Identify FIVE objectives of public relations. (10)

1.5 Explain prospecting as the basis task of a salesperson. (10)
[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions.

QUESTION 2

2.1 A product moves through four phases in the product life cycle. Explain the decline/descending phase of the product life cycle. (10)

2.2 List the strengths and weaknesses of television as an advertising medium. (20)

2.3 Depict the advertising communication model in the form of a diagram. (15)

2.4 Identify the five elements of the marketing communication mix. (5)
[50]

QUESTION 3

3.1 Advertising should conform to the principles of fair competition in business. Evaluate comparative advertising. (15)

3.2 List the FIVE criteria to be used to measure advertising effectiveness. (10)

3.3 Discuss the criteria for primary demand advertising. (20)

3.4 Advertising need to be regulated and controlled to protect the interests of Business and consumers. List FIVE bodies that control advertising in South Africa. (5)
[50]

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QUESTION 4

To create an advertisement requires ability and originality i.e. the ability to come up with something new.

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

Copywriting is the use of words and visualising the use of sounds and images. The combination and arrangement of words, sounds and images form the final layout of the advertisement.

Discuss these three elements that can be used to create an advertisement. **[50]**

QUESTION 5

5.1 The effectiveness of an advertising campaign depends on the agency used. What FIVE qualities can be looked at as the most important requirements for an advertising agency? (10)

5.2 There are various factors to be considered when choosing media. Explain controllable marketing factors. (15)

5.3 Evaluate the percentage of sales method in determining an advertising budget. (15)

5.4 Identify FIVE reasons for advertising. (10)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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