



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

**MARKETING COMMUNICATION
NQF LEVEL 4**

(3041024)

**4 December 2020 (X-paper)
09:00–12:00**

This question paper consists of 9 pages.

303Q1N2004




**TIME: 3 HOURS
MARKS: 150**

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
 2. Read all the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Write neatly and legibly.
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SECTION A**QUESTION 1**




Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

- 1.1 One of the major constraints of diverse cultural groups is the fact that marketers must think of different types of marketing communication for each group. 
- 1.2 Opportunities are chances to do something, or an occasion when it is easy to do something.
- 1.3 Communicating with people of another culture is called propriety.
- 1.4 Clothing is a cultural form of expression.
- 1.5 Cost-plus pricing is when a standard mark-up is added to the cost of producing the product or services. 
- 1.6 Loyalties are beliefs or sets of guidelines on which something is based.
- 1.7 Two major functions of a timetable are to guide the implementation of activities and to make sure that everything happens on schedule during the implementation of a project.
- 1.8 In a business letter, salutation is the title used in a greeting.
- 1.9 There are four main South African cultures namely, Indians, Whites, Blacks and Zulus. 
- 1.10 One of the reasons for keeping copies of internal documents is for tracking purposes.

(10 × 1) **[10]**

QUESTION 2


Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–L) next to the question number (2.1–2.10) in the ANSWER BOOK.


COLUMN A		COLUMN B	
2.1	Product samples	A	the main belief or ideas that make up the discipline of marketing 
2.2	Communalism	B	it refers to the electronic transmission of a document that is sent and received over telephone line.
2.3	Query letter	C	genuineness and honesty
2.4	Complaint letter	D	refers to the correct use of marks, such as full stop, hyphens, commas
2.5	Faxes	E	attitude that puts the needs of the community above those of the individual person
2.6	Brochure	F	a type of visual aid used during a presentation
2.7	Cultural synergy	G	is one of the components of marketing proposal
2.8	Legal offer 	H	a question/clarity seeking letter often written by a customer to a company
2.9	Punctuation	I	contains information about a product or service and is used as a way of advertising
2.10	Conclusion	J	is a proposal that compiles with the law to give something in return for something else 
		K	a displeasure letter often written by a customer to a company
		L	refers to the taking over of elements of different cultures and blending them into your own

(10 × 1)

[10]**QUESTION 3**

Select the correct word from the words given in brackets. Write only the number (3.1–3.10) and the correct word in the ANSWER BOOK.



- 3.1 A (demonstration/discussion) is a visual aid one can use when doing a presentation on a new product. 
- 3.2 (Editing/proofreading) is the process of reviewing and changing a document to ensure that it communicates the message effectively.


- 3.3 (Style/Grammar) refers to the language rules and how to write using the correct words.
- 3.4 Body posture is a type of (verbal/non-verbal) communication.
- 3.5 When you (track/copy) something, you follow its progress. 
- 3.6 The best way to keep existing customers and to attract new customers is to deliver customer (satisfaction/service).
- 3.7 (Value-based/break-even) pricing has the aim of only covering the cost of producing the product.
- 3.8 The (executive summary/terms and conditions) is a short outline of the organisation, a suggested solution and the value and benefits to the prospective customer.
- 3.9 Good market (research/proposal) will ensure customer orientation.
- 3.10 When a customer sends you a query via fax, you need to replay using (e-mail/fax).





(10 × 1)

[10]**TOTAL SECTION A:****30****SECTION B****QUESTION 4**

- 4.1 External stakeholders may need different things depending on who they are. Describe the needs of the stakeholders below:
- 4.1.1 Shareholders
- 4.1.2 Community
- 4.1.3 Government 
- 4.1.4 Suppliers
- (4 × 2) (8)
- 4.2 Reports related to marketing can have different content and formats.
- List the headings you must include when writing a marketing research report.
- (6 × 1) (6)
- 4.3 There are four main cultures in South Africa, namely: Blacks, Whites, Coloureds and Indians.
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- Describe THREE characteristics of the Black culture in South Africa. (3 × 1) (3)

- 4.4 The more you know about another culture, the better you will know how to behave around customers from those cultural groups.
- Suggest FIVE skills for appropriate interactions with people from other cultures.  (5 × 2) (10)
- 4.5 What is the difference between cultural imperatives and cultural adiophora? (3)
[30]

QUESTION 5

- 5.1 Most marketing proposals follow a reasonably structured and standard format.
- List FOUR components of a marketing proposal according to an organisation's requirements. (4 × 1) (4)
- 5.2 You have been approached by a client to do marketing research for the launch of a new product. He requests that after the research you should compile a marketing proposal to be presented at a briefing meeting. The proposal should be submitted five working days before the briefing meeting and should include a background description of the research process, the research methods you used, the time table of the time needed to complete the research, the budget required, the results of the research, graphs to support the findings and the proposals you have for the marketing of the product. 
- Design a checklist that you can use to ensure that the proposal you deliver meets the client's requirements and you deliver on time. (10)
- 5.3 A good marketing proposal can win a lot of business for an organisation.
- How will you ensure that you have developed a good marketing proposal that will benefit the company? (3 × 2) (6)
- 5.4 Name and explain THREE components of a marketing proposal. (3 × 2) (6)
- 5.5 State FOUR uses of a timetable or a schedule.  (4 × 1) (4)
[30]

QUESTION 6

6.1 Study the pictures below. List the equipment and presentation/visual aids the presenters had to arrange to make the presentation easier and more interesting for the audience.



(5 × 1)

(5)

6.2 After drafting a marketing proposal, it is a good idea to check that it contains professional language, style and layout requirements.

Create a checklist to ensure that the language, style and layout of the marketing proposal meets professional standards. Ensure your checklist contains at least EIGHT items.

(8 + 2)

(10)

6.3 When presenting the marketing proposal, it is imperative of the presenter to use appropriate non-verbal language and actions that promote audience goodwill.



Name and explain FIVE actions/things that can promote audience goodwill.

(5 × 2)

(10)

6.4 You are the Marketing Manager at Elektra Supplies. You received the e-mail below.

Draft an e-mail in reply to Sarah's query. Write the message only.



	<input type="text" value="From"/>	<u>Sarah.mdluli@gmail.com</u>
	<input type="text" value="To"/>	<u>marketing@elektrasupplies.co.za</u>
	<input type="text" value="Cc"/>	
	<input type="text" value="Subject"/>	<u>QUERY: ORDER DELIVERY</u>

Dear Sir

Two weeks ago I ordered an Amplify Best Bluetooth headphone from your website and made an immediate EFT payment. I received confirmation of payment and a statement that indicated that the parcel would reach me within five working days. I still have not received my headphones. I have tried phoning, but nobody answers the phone.

This is unbelievably bad service and I am very unhappy. Could you please tell me what is going on/

Kind Regards
Sarah



(5)
[30]

QUESTION 7

7.1 There are various forms of written marketing communications that are used daily in an organisation.

State purposes of each of the following forms of written communication:

7.1.1 Business letter


7.1.2 Reports

7.1.3 Memo 

(3 × 2) (6)

7.2 For the past four weeks, there was a higher rate of absenteeism in your company. This trend seems to decrease the production as well as the turnover of the company drastically. Therefore, as the marketing director, write a memorandum to the advertising manager, sales manager, production manager and the marketing assistant manager informing them about the meeting they should attend the following day in order to deal with such serious matter.


(8)

7.3 You realised that the two new employees in the company are not sure how to send an e-mail in Microsoft Outlook. They are confused about the use of the To, Reply, Cc and Bc boxes or icons. 

Briefly explain the procedure on how to send an e-mail in Microsoft Outlook using those specific boxes to them. (4 × 1)

(4)

7.4 A colleague has been tasked to design a pamphlet for the product below. She has asked you to assist her in designing the pamphlet.

	<p>Audio Cube AC001P Portable Speaker (White) Bluetooth receiving distance 10m Can connect to your cell phone AUX Cable Built-in Power Supply Charging time 2 hours 4 speakers Great bass sound Clearly indicated buttons Price – Only R999</p>
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Use the information given to advise her on how to apply the AIDA principles in designing a pamphlet for the portable speaker. (4 × 3)



(12) [30]

TOTAL SECTION B: 120
GRAND TOTAL: 150