



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION NQF LEVEL 4

(3041024)

**1 March 2018 (Y-Paper)
13:00–16:00**

This question paper consists of 8 pages.

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. Use a BLACK or BLUE pen.
 5. Leave at least THREE lines after each question.
 6. Start each section on a NEW page.
 7. Write neatly and legibly.
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SECTION A**QUESTION 1**

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

- 1.1.1 A memorandum is a written document that describes an offer that is made to a prospective customer.
- 1.1.2 Demonstrations and product samples are some of the visual aids that can be used to make the presentation interesting and effective.
- 1.1.3 The last A in the AIDA principle stands for attention.
- 1.1.4 Acceptance is part of acceptable cross-cultural behaviour.
- 1.1.5 One of the benefits of a good marketing proposal is that it educates and informs the prospective customer about what he/she really needs.
- 1.1.6 In a business letter, the salutation is the title used when greeting the recipient.
- 1.1.7 Stereotyping is judging someone or having an idea about them before you actually know anything about them.
- 1.1.8 In a press release for a newspaper, the audience will be the viewers of SABC1.
- 1.1.9 When designing slides for a presentation, the following elements will be used: a slide design, slide layout, colours, letter types and videos.
- 1.1.10 Etiquette is a set of rules that determine what is considered right and wrong in an organisation.

(10 × 1) (10)

- 1.2 Choose a description from COLUMN B that matches the word in COLUMN A. Write only the letter (A–E) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Read through your final document to make sure there are no language, typing or formatting errors	A	editing
		B	fax
1.2.2	It is a technique that sales personnel can use to control or manage nervousness during a presentation	C	proofread
		D	breathing
1.2.3	The electronic transmission that is sent and received over a telephone line and printed out at the receiver's side	E	executive summary
		F	memorandum
		G	sales letter
1.2.4	A short outline of the organisation, a suggested solution and the value and benefits to the prospective customers	H	marketing proposal
		I	electronic communication
1.2.5	The process of reviewing and changing a document to ensure that it communicates the message effectively without any language or typing mistakes	J	cue cards
		K	press release
1.2.6	Gives details about the product or service you can provide to meet prospective customer needs.	L	PowerPoint slides
1.2.7	Are used to list the main points of a presentation.		
1.2.8	A written note that communicates information between people or departments in a business.		
1.2.9	A statement that is sent to various media of a product or service that you offer.		
1.2.10	Communication by means of a computer.		

(10 × 1)

(10)
[20]**TOTAL SECTION A: 20**

SECTION B**QUESTION 2**

- 2.1 Every organisation needs to form and manage strong relationships with its stakeholders. It should set marketing strategies in place to communicate with stakeholders and they should work together to achieve mutual goals.

Hunga Busta is a new fast food restaurant that sells takeaways and sit-down meals to customers of all ages. The restaurant is owned by two partners who employed a manager to manage the activities and staff of Hunga Busta. The permanent staff include: the chef, helpers in the kitchen, waiters and two delivery people. Every day suppliers deliver fresh produce to the store. Once a month a health and safety inspector visits the restaurant to ensure that it complies with all the legal health and safety issues.

Use the given information to answer the questions.

- 2.1.1 Identify THREE examples of internal stakeholders. (3 × 1) (3)
- 2.1.2 Identify THREE examples of external stakeholders. (3 × 1) (3)
- 2.2 Culture refers to the way of life of a group who shares certain ideas and behaviour.
Name THREE elements of culture and explain how these elements influence marketing. (3 × 2) (6)
- 2.3 Prejudice can be defined in numerous ways, depending on why people are prejudiced.
Define the following:
- 2.3.1 Cognitive prejudice
- 2.3.2 Affective prejudice (2 × 2) (4)

- 2.4 Marketing is commonly known to have evolved through many phases of evolution since its introduction.

Extensively compare marketing before and after 1994, with the main focus on the opportunities and constraints.

Use the following subheadings:

Introduction

(2)

Opportunities that emerged after 1994

(4)

Constraints

(4)

- 2.5 Communicating with other cultures is called cross-culture behaviour.

Name FOUR guidelines for cross-cultural behaviour.

(4)

[30]

QUESTION 3

- 3.1 A marketing culture in an organisation means that everyone that works there will take the well-being of the customer into account with every decision that is made and with every action that is taken.

Discuss the benefits of instilling a marketing culture.

(4 × 1)

(4)

- 3.2 List FOUR elements that make up the marketing function.

(4 × 1)

(4)

- 3.3 A timetable is used in a business as part of the action plan to guide the tasks that must be completed and the order in which they must be done. You have to arrange a function for a few of your clients to introduce a new product. The arrangements include confirming the guest list, invitations to guests, arranging the venue, catering and flowers.

Redraw the following timetable for this function in the ANSWER BOOK and design a simple timetable which must include all duties, tasks and activities to be completed in preparation for this function.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
18 June (Fill in the Task)	19 June (Task)	20 June (Task)	21 June (Task)	22 June (Task)
25 June (Task)	26 June (Task)	27 June (Task)	28 June (Task)	29 June (Task)

(10)

- 3.4 It is important for the marketer to be aware of obstacles to the listening process that might affect the customer during the presentation of the proposals.

State THREE types of obstacles to the listening process and give an example of each.

(3 × 2)

(6)

[24]

QUESTION 4

- 4.1 Name the components that constitute the marketing proposal. (10)
- 4.2 State FIVE reasons for developing a marketing proposal. (5 × 1) (5)
- 4.3 Credibility and trust form the basis of ethical behaviour. Without trust and credibility no long-term relationship with a customer is possible.
How will you ensure that your marketing proposal is ethical? (5)
- 4.4 For a successful presentation, you must make the presentation easier and more interesting for the audience.



Compile a checklist that you will use to ensure you have remembered everything that will help you to make a success of the presentation. Your checklist should include the following:

- TWO types of equipment needed for the presentation. (2)
- THREE presentation aids you will use. (3)
- TWO common verbal mistakes made by presenters. (2)
- THREE important things to remember about non-verbal communication in presentations. (3)
- [30]**

QUESTION 5

- 5.1 You are the secretary of the South African Union (SAU).
Draw up a memorandum reminding your union members about the meeting that will be held in the boardroom on 20 November at 10:00 at your workplace. Members are reminded to bring their membership cards. (10)
- 5.2 Give THREE reasons why internal records of documents should be kept. (3 × 2) (6)

- 5.3 You have been asked to develop a pamphlet for the latest headphones. You want to ensure that the pamphlet is effective.



- 5.3 5.3.1 Explain what is meant by the acronym AIDA. (4)
- 5.3.2 Explain how you can use the AIDA principles to make your pamphlet for the headphones more effective. (4 × 2) (8)
- 5.3.3 You received the following email:

jaysingh@gmail.com
ENQUIRY: HEADPHONES
Dear Sir/madam
I have seen your pamphlet of the new headphones. I am very interested but would like you to answer the following questions:
Could you please tell me if the headphones can be used with my cell phone and my laptop?
Do you have different colours?
Regards
Jay Singh

- Write a reply to this email. (5)
- 5.4 In the corporate world, business letters are written for various reasons. State FIVE of these reasons. (5 × 1) (5)
- 5.5 The internet is a most powerful tool to use in the modern-day business world and as a result the business can become more productive and profitable. State FOUR benefits of the use of the internet for a company. (4 × 2) (8)

[46]

TOTAL SECTION B: 130
GRAND TOTAL: 150