



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION NQF LEVEL 4

(3041024)

**12 November 2018 (Y-Paper)
13:00–16:00**

This question paper consists of 7 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. Write neatly and legibly.
-

SECTION A**QUESTION 1**

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.10) in the ANSWER BOOK.

- 1.1 Culture is ideas or objects that have a deeper or hidden meaning.
- 1.2 Stakeholder engagement is the process of listing and responding to your stakeholder.
- 1.3 Functional interaction is communication that achieves its goal.
- 1.4 The way in which a company orders and performs marketing activities to reduce the cost and ensure that all activities run smoothly is called consumer orientated marketing.
- 1.5 Credibility refers to genuineness and honesty.
- 1.6 A marketing proposal is a document that gives details about the product or service that you can provide to meet a prospective customer's needs.
- 1.7 A laptop is a visual aid used for a PowerPoint presentation.
- 1.8 Simplicity refers to language rules and how to write using the correct words, spelling and sentence structure.
- 1.9 Media is the communication channel that is used to reach the public through the radio.
- 1.10 A press release is the process of reviewing a document to ensure that it communicates the message effectively.

(10 × 1) **[10]**

QUESTION 2

Choose a word from COLUMN B that matches a description 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	The use of informal words and expressions to describe an object or condition	A	editing
2.2	Interaction with people from different cultures	B	diversity
2.3	A chance to do something or an occasion when it is easy to do something.	C	cross-cultural behaviour
2.4	Those people or companies that deliver products or services to another company	D	slang
2.5	The ability to sort information in a sensible and understandable order and then use your common sense to interpret it	E	suppliers
2.6	A document or declaration that proves details of someone's intension or aims	F	format
2.7	The structure and design in which a document is organised	G	logical thinking
2.8	A serious argument or disagreement, difference of opinion about facts	H	statement of intent
2.9	The process of reviewing a document to ensure that it communicates the message effectively	I	opportunity
2.10	Refers to the inclusion of many different types of people or things	J	dispute
		K	outline
		L	guidelines

(10 × 1)

[10]

QUESTION 3

Complete the following sentences by using the words given in the list below. Write only the word(s) next to the question number (3.1–3.10) in the ANSWER BOOK.

consumer behaviour; constraints, flip chart; internet;
press release; matrix; conative; executive summary;
simplicity; opportunities; statement of intent; cognitive

- 3.1 A... is a rectangular diagram used to set out elements in rows and columns.
- 3.2 ... refers to our behavioural capacity.
- 3.3 The... provides information of what the marketer intends to provide for the buyer.
- 3.4 ...refers to the way that consumers decide what to buy and when to buy.
- 3.5 ...are limitations or restrictions that make it difficult to do something.
- 3.6 A ... is a short outline of the organisation, a suggested solution, value and benefits to the prospective customer.
- 3.7 A ... is a collection of large, loose papers that are bound along the top border and placed on a stand that can be carried to the front of the venue.
- 3.8 ...means keeping something as uncomplicated as possible.
- 3.9 The ...is a worldwide system of billions of computer networks that makes it possible for computers to get access to information.
- 3.10 A ...is a statement that is sent to various media and contains details of an event, product or service.

(10 × 1) [10]

TOTAL SECTION A: 30

SECTION B**QUESTION 4**

- 4.1 List the results of what can happen if a stakeholder relationship goes wrong. (6)
- 4.2 Mention FOUR media that can be used to reach the youth sub-culture. (4)
- 4.3 Use the given flow diagram to explain the value-based pricing process. (7)



- 4.4 Active listening means that you will focus on listening and pay attention to what you hear and see while someone else is talking. (7)
- Identify and explain FIVE aspects that influence listening skills in the business environment. (5 × 2) (10)
- 4.5 State TWO reasons why listening is important in the workplace. (2)
- 4.6 There are THREE types of obstacles to the listening process. (1)
- Give ONE example of an obstacle to the listening process. (1)
- [30]**

QUESTION 5

- 5.1 You work for *I-design*, a company that provides branded T-shirts and caps. You have been tasked to compile a marketing proposal for the provision of branded T-shirts for the Tiger Soccer team. (5)
- Design the cover page for the marketing proposal. (5)
- 5.2 Give SEVEN requirements or guidelines that one must remember when developing a marketing proposal. (7 × 2) (14)
- 5.3 The slides used in a PowerPoint presentation need to grab and keep the attention of the audience. (4)
- Name FOUR things you can do when designing the slides and presentation to make it more interesting. (4)
- 5.4 Name and explain the TWO main reasons why marketers should act ethically when designing and presenting marketing proposals. (2 × 2) (4)
- 5.5 List THREE main characteristics of a marketing proposal. (3)
- [30]**

QUESTION 6

- 6.1 You need to prepare a PowerPoint presentation to assist you in presenting the marketing proposal for the branded T-shirts for the Tiger soccer team to be provided by *I-Design*.
- Design two power point slides for the marketing proposal, One for the features and one for the benefits of the branded T-shirts. (2 × 5) (10)
- 6.2 Differentiate between *cultural imperatives* and *cultural exclusives*. (5)
- 6.3 Your company, *It's all about Computers*, is opening a new computer shop in Pretoria. As a new company you are intending to attract as many customers as possible.
- The first five buyers, who will spend more than R20 000,00 at once on computers will be given a computer for free. This will be done for the first week only.
- Create a sales letter to inform customers about your new business. (15)
[30]

QUESTION 7

- 7.1 Identify FOUR factors that promote effective communication. (4)
- 7.2 List FOUR general guidelines that will help you to deal successfully and ethically with the situations and customers you encounter. (4)
- 7.3 Explain THREE reasons why it is important to keep copies of all documents that apply to your business. (3 × 2) (6)
- 7.4 Most of the big companies have websites on which they provide information about their products and services.
- Identify FOUR benefits for a company having its own website. (4)
- 7.5 Use a flow chart to show the NINE steps of how to design a marketing proposal or report with PowerPoint. (12)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150