



higher education  
& training

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Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL CERTIFICATE (VOCATIONAL)**

**MARKETING COMMUNICATION  
NQF LEVEL 4**

(3041024)

**13 November 2019 (X-Paper)  
09:00–12:00**

**This question paper consists of 9 pages.**

**TIME: 3 HOURS**  
**MARKS: 150**





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### **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. Start each question on a NEW page.
  5. Write neatly and legibly.
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**SECTION A****QUESTION 1**

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

- 1.1 A sales letter is a letter that you send to prospective clients with information about products or services that you want to sell. 
- 1.2 Jargon is the use of informal words and expression to describe an object or condition.
- 1.3 Slang refers to words that are used and understood only by a particular subculture. 
- 1.4 A marketing proposal is a document that gives details about a product or a service that a person can provide to meet a prospective customer's needs.
- 1.5 People that have an effect on your business or that are affected by your business are also known as investors.
- 1.6 Editing means read through your final document to make sure that there are no language, typing or formatting errors.
- 1.7 A timetable has two major functions, namely, to guide the implementation of activities and to make sure that everything happens on schedule during the implementation of the project. 
- 1.8 Proofreading is the process of reviewing and changing a document to make sure that it communicates the message effectively without any language or typing mistakes.
- 1.9 There are four main South African cultures namely, Blacks, White, Coloured and Zulus. 
- 1.10 The conclusion is the last section of a proposal.

(10 × 1)

**[10]**

**QUESTION 2**

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (2. 1–2. 10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Publicity	A	a positive attitude towards someone, or support given to a company
2.2	Table of contents	B	judging someone or having an idea about them before you actually know anything about them
2.3	Appendices	C	activities such as special in-store offers
2.4	Executive summary	D	the years between 1900–1999
2.5	Title page	E	a separate section at the beginning of your proposal that provides brief information about your organisation
2.6	Twentieth century	F	the page that contains a list of the topics that are covered in the marketing proposal as well as the page numbers
2.7	Prejudice	G	business of making sure that people know about something
2.8	Stereotype	H	front page of the document
2.9	Sales promotion	I	assumptions that people make about the characteristics of members of another group based on an image about what people in that group are supposed to be
2.10	Goodwill	J	extra or additional information
		K	advertising a product or service




(10 × 1)

**[10]**


**QUESTION 3**

Complete the statements below by selecting the correct word/s in the text box below. .  
Write only the correct word/s next to the question number (3.1–3.10) in the  
ANSWER BOOK.

diversity; expression; functional interaction; ethics; cross-cultural tolerance;  
credibility; databases; contractual; legal offer; stakeholder matrix; culture

- 3.1 Traditional dance is a form of ... 
- 3.2 Organisations have three main types of stakeholders, regulated, ... or unregulated.
- 3.3 When marketers identify ... in the market, they can create marketing communication that appeals to different sectors.
- 3.4 ... refers to genuineness and honesty
- 3.5 A ... is a grid that shows the relationship of the stakeholders with the organisation. 
- 3.6 ... is behaviour that promotes good communication between cultures.
- 3.7 A marketing proposal could be seen as a ...
- 3.8 ...is expressed through acceptance, propriety and seeing opportunity in diversity.
- 3.9 ... are electronic libraries that usually store information on the internet. 
- 3.10 ...are the moral rules of behaviour used to decide what is right and wrong. (10 × 1) [10]
- TOTAL SECTION A: 30**

**SECTION B****QUESTION 4**


- 4.1 Every organisation's success depends on its relationship with its stakeholders. If the relationship with the stakeholders is not managed correctly, it can affect the business negatively. 

State FIVE ways in which a business can be negatively affected when stakeholders' relationships go wrong. (5)

- 4.2 Read the following scenario and answer the question.

Reggie, who recently started working at your company as a marketer asked you to assist him in preparing his first presentation of a marketing proposal. At the beginning of his presentation he was confident and it was clear that he was well-prepared, until it came to the pronunciation of the client's name. He stuttered and started talking softer and faster. Towards the end of the presentation he even battled to complete his sentences properly. It was clear to you that he had made the FOUR most common mistakes speakers normally make when delivering a verbal presentation.

Explain to Reggie the mistakes he had made and give him advice on how to prevent making the same mistakes in future. (4 × 1) (4)

- 4.3 Reggie is now ready to present the marketing proposal, but he knows that for a presentation to run smoothly, certain things must be checked. 


Briefly explain FIVE things to Reggie that he must check before his presentation commences. (5 × 2) (10)

- 4.4 There are three types of obstacles to the listening process:

Mental  
Emotional  
Environmental

Indicate the type of obstacle in each of the scenarios below:

4.4.1 The listener is experiencing anxiety, stress and tension

4.4.2 The listener is daydreaming 

4.4.3 The cleaner is busy with the vacuum cleaner in the venue next door




4.4.4 The listener finds it hard to concentrate (4)

- 4.5  State FOUR areas the different cultures in South Africa have in common. (4)


- 4.6 Define the concept *marketing*. (3)

**[30]**

**QUESTION 5**

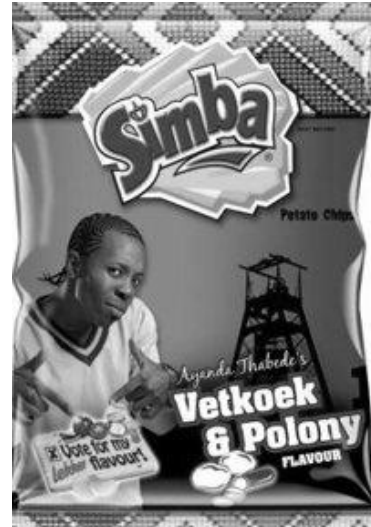
- 5.1 Marketing culture means that the whole company revolves around the customer to satisfy customers' needs. 
- State FIVE benefits of instilling a marketing culture in a company. (5)
- 5.2 Once people have been invited to a briefing meeting, the organiser must make sure that the meeting takes place in an orderly manner.
- Briefly explain FIVE aspects to be included when preparing for a meeting. (5 × 1) (5)
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- 5.3 Real communication happens when we listen with understanding.
- Suggest FIVE tips on how marketers can improve their listening skills. (5)
- 5.4 A marketing proposal is a document that gives details about the product or services you can provide to a prospective customer.
- Explain FIVE benefits of a good marketing proposal. (5 × 2) (10)
- 5.5 Your manager has asked you to write a press release for a newspaper for a new product that will be launched in the next month. 
- Compile a checklist to make sure that you have included all the required information in the press release. (5 × 1) (5)
- [30]**

**QUESTION 6**

- 6.1 Internet has become a phenomenal method of modern business.
- State FOUR benefits of internet in the business. (4 × 1) (4)
- 6.2 Although you can read the slides of a PowerPoint presentation from the computer screen, you will still need to print out the slides on paper to have hard copies available for the presentation. 
- Explain FOUR reasons why it is important to have hard copies of your presentation slides for the presentation. (4 × 1) (4)

- 6.3 Simba chips has realised that although the multi-cultural society of South Africa has one thing in common, they all like Simba chips, they might have different preferences in the flavours they prefer. As part of a marketing strategy, they invited all South Africans to introduce new flavours to the current range of flavours. The new flavours had to be original and relate to traditional meals of the different culture groups.

Study the pictures of the chips packets below and comment how Simba managed to address the different culture groups in their marketing campaign by taking into account the similarities and differences in cultures, ✍



(4)

- 6.4 Study the case below and answer the question. ✍

You are a Human Resource manager of Johnson \$ Javion fabric wholesaler. Write a memorandum informing your staff members about the negative effects of not wearing work uniform on duty and the necessary actions to be taken against those who violate the instruction of not wearing the uniform on duty.

Use the above information, to write a memorandum.

(10)

- 6.5 Define *marketing proposal*. ✍

(3)

- 6.6 Name FIVE legal requirements of a marketing proposal.

(5)

[30]

### QUESTION 7

- 7.1 Reports are formal and are often substantial documents on subjects that need extensive research and discussion. ✍

State any FOUR components of a report.

(4 × 1)

(4)



7.2 Read the scenario below and answer the question.

You are the manager of the oncoming new four-star hotel known as Rest High Hotel in Mpumalanga of which the particulars are as follows: New Land Zone, Langa Street, Highlands, 0993. The management decided that for the first three weeks, the first fifty families to visit the hotel will be given 50% discount.

Write a personalised sales letter to invite your family friend Mr Lawrence, staying at Laffinland, 24 Long Street, Bondfontein, 6651 informing him about the special offer and other benefits he can receive.

(10)

7.3 What is meant by the acronym AIDA?



(4)

7.4 A press release is a statement that is used by organisations to announce a new product or service that is introduced into the market.

Use the notes provided below to create a print press release for the BMW company, which is about to release 'The new BMW 5 Series Sedan' early February next year.

Seventh generation - BMW 5 Series Sedan - sporty, elegant and stylish - hits the roads in markets around the world – February - enhanced dynamics - assistance systems, - unmatched degree of connectivity - new and innovative operating system  
remarkable success of predecessors; - around 7,9 million BMW 5 Series cars - sold across first six generations. - seventh generation of the BMW 5 Series - points the way into the future, - NUMBER ONE



Website - [www.press.bmwgroup.com](http://www.press.bmwgroup.com)



[Source: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)]

(10)

7.5 A database is an electronic or cyber library that stores information on the internet.



Name TWO forms which these databases can take on.

(2)

[30]

**TOTAL SECTION B: 120**  
**GRAND TOTAL: 150**