



**PROGRAM** : DIPLOMA: *COMMUNICATION MANAGEMENT & PUBLIC RELATIONS*

**SUBJECT** : **MEDIA 2B**

**CODE** : **MED2B21/ MED2BB2**

**DATE** : SUPPLEMENTARY EXAMINATION  
: 10 JANUARY 2019

**DURATION** : 2 HOURS

**WEIGHT** : 50:50

**TOTAL MARKS** : 100

---

**EXAMINER** : DR E LUBINGA

**MODERATOR** : MS K SITTO

**NUMBER OF PAGES** : 4 PAGES

---

**INSTRUCTIONS TO CANDIDATES:**

- **SECTION A:** ANSWER ALL THE QUESTIONS
  - **SECTION B:** ANSWER **TWO** OF THE THREE QUESTIONS. PLEASE NOTE THAT YOU NEED TO WRITE PARAGRAPHS AND NOT BULLETED POINTS OR NOTES. LISTS OF WORDS AND BULLETED POINTS WILL NOT BE MARKED.
  - **SECTION C:** ANSWER THE QUESTIONS BASED ON THE CASE STUDY.
  - NUMBER ALL YOUR ANSWERS CAREFULLY.
  - SUBMIT QUESTION PAPER WITH ANSWER BOOK
-

**SECTION A**

The following are considerations for an e-marketing strategy. Define and explain each consideration, using **THREE (3)** to **FOUR (4)** short sentences **only**. Include an example of at least **ONE (1)** relevant brand to support your answer.

- a. Consumer needs and wants (6)
- b. Value proposition (6)
- c. Search Engine Marketing (6)
- d. Narrowcasting (6)
- e. Brand extensions (6)

**SUBTOTAL: 30 MARKS**

**SECTION B: ANSWER ONLY TWO OF THE THREE QUESTIONS.****QUESTION 1**

Look at the following products from the Aquafresh brand and answer the questions below.

- a. Define brand positioning. (5)
  - b. Two pictures of products from the same brand – Aquafresh, have been provided below. Explain for each product (5 sentences for each), X and Y, in the picture, how the brand – Aquafresh, positions each of them, in order to attract a specific market segment? (15)
- (20 marks)**





AND/OR

### **QUESTION 2**

Digital media has had a significant impact on the way that products and services are distributed. Answer the following questions:

- a) Discuss the importance of distribution in the marketing mix when compiling an e-marketing strategy. Include examples of at least **THREE** brands to support your answer. (15)
- b) Name and discuss **TWO** types of dynamic pricing that is typically used in e-marketing strategies. Include the example of **ONE** brand to support your answer. (5)

AND/OR

### **QUESTION 3**

The aim of advertising is to 'turn people's minds around' (Koekemoer, 2011:6). Advertising works by convincing people to purchase a product through six stages. Name and discuss the **SIX** stages of advertising and include **SIX** examples of advertisements recently featured in the media to support your answer.

(20)

**Section B: [40]**

---

### **SECTION C: Answer all the questions based on the short scenario**

**QUESTION 1**

Now in its second year, the cult Afropunk festival (which also takes place in New York, Atlanta, Paris and London) brings together a world class line-up of the hottest names in black alternative music and is one of the most eagerly anticipated music festivals on the South African calendar.

This year's international headliners include Los Angeles' neo-soul and alternative R&B superstars The Internet, experimental electronic producer, musician and rapper Flying Lotus who is presenting his first 3D show on the African continent, multi-genre crossover bassist Thundercat (who won a Grammy for his vocal work on Kendrick Lamar's acclaimed album To Pimp a Butterfly), New Orleans rapper and 'Queen of Bounce' Big Freedia, 90s hip hop legends Public Enemy and Haitian-Canadian DJ Kaytranada.

Representing local talent are major local alternative, Gqom, Afro-psychedelic, house, rap and Afro-futurist performers such as Moonchild Sanelly, Dope St Jude, FAKA, Nomisupasta, BCUC and Thandiswa with plenty more acts to be announced during the coming months as the annual Afropunk Battle of the Bands commences.

**Date**

Dec 30 2018 - Dec 31 2018

**Venue**

Constitution Hill

Cnr Joubert St and Kotze St, Braamfontein

**Price/Additional Info**

Early bird tickets R600, weekend pass R1100, regular tickets R700, weekend pass R1200  
(Source: [https://www.inyourpocket.com/johannesburg/afropunk\\_15208e](https://www.inyourpocket.com/johannesburg/afropunk_15208e))

As the social media manager for Johannesburg AfroPunk you need to plan a social media campaign. The goals of your campaign are to create awareness and interest about the event. Make sure that your social media campaign is creative and will be noticed on the social web. Activities in your content calendar need to be suitable for each social media platform chosen. A good mix of popular social media platforms need to be used. Your content calendar needs to demonstrate that you understand each social media platform and how to use it effectively. You need to write the actual wording that is used for each social media post/tweet/status update when completing the content calendar. Describe in detail the exact images, audio-visuals, choice of music or any other elements to give a clear idea of the content you are planning. You need to do the following:

- a) Make use of **SEVEN** different social media platforms and draw up a detailed content calendar for **ONE** week. (25)
- b) Name **FIVE** software applications that will be used to measure the effectiveness of the content calendar. (5)

**Section C: [30]**

**Grand total: 100**

Page 4 of 4