higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

18 February 2025 (X-paper)
09:00–12:00

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
ADVERTISING AND PROMOTIONS
NQF LEVEL 3
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. Start each section on a new page.
5. Use only a black or blue pen.
6. 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 Sponsorships work better during smaller events.

1.2 Knowing your weakness helps when you want to improve yourself.

1.3 An organisation's procedures affect the way in which employees operate in the organisation.

1.4 Suppliers are a prime example of a support system within the organisation.

1.5 Having authority at the workplace means that you can delegate work.

1.6 It is compulsory that employees receive an annual bonus.

1.7 Advertising agencies can be viewed as an external service provider.

1.8 A code of conduct is a set of rules and guidelines that outline the expected behaviour and ethical standards for individuals within a specific organisation.

1.9 Contracts can be used as evidence when a supplier does not deliver a service.

1.10 One of the main functions of promotions is to make the customer aware of a product.

(10 × 1) **[10]**

QUESTION 2

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

COLUMN A		COLUMN B	
2.1	Companies that sell goods to people	A	wholesalers
2.2	The process of developing media objectives and planning which media you want to use	B	publicity
2.3	A form of unpaid communication	C	deliver
2.4	Market structure with few sellers that control the market	D	retailers
2.5	Companies that sell goods to other businesses	E	public relations
2.6	Providing something that is promised	F	media mix
2.7	A factor that influences the choice of media	G	media scheduling
2.8	Market structure with many sellers who offer similar products	H	perfect competition
2.9	Building a good relationship with the public	I	media planning
2.10	Planning to use different media types	J	oligopoly
		K	cost

(10 × 1) **[10]**

QUESTION 3

Choose ONE term from the list below for each of the following descriptions and write it next to the question number (3.1–3.10) in the ANSWER BOOK.

manual; sample; target market; niche; focus; top down; discount; spam; market opportunities; differentiation; strategic marketing

3.1 A small amount of something that consumers can try.

3.2 Marketing that is done as part of a larger plan.

3.3 A factor that can make it difficult to do media planning.

3.4 A product looks different from another product when using a different packaging strategy.

3.5 E-mail messages that computer users receive that they have not asked for and do not want to read.

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3.6 A book that gives instructions about how to do something.

3.7 A type of strategy where a company targets a particular sector.

3.8 A budget technique when top management decides on the total amount.

3.9 A market type with a small group of people who has similar needs.

3.10 Areas where there may be a demand for a product.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Study the passage below and answer the questions:

TEKKIE TOWN LAUNCHES AIRWALK IN SELECTED STORES AND ONLINE

Tekkie Town is excited to announce the launch of the highly anticipated Airwalk collection in 200 selected stores and online. This addition to Tekkie Town's extensive brand line-up, brings an iconic brand known for its street-style sneakers and skateboard-inspired shoes to customers nationwide.



As a nostalgic skate-inspired brand that blends fashion and functionality, Airwalk embraces urban culture and celebrates individuality. Airwalk products are created using high-quality materials and innovative techniques for comfort, durability and style, making them an ideal choice for fashion-conscious individuals seeking versatility.

[Source: Adapted from *https://www.bizcommunity.com/Article/196/462/243022.html*]

4.1 What is meant by the term *launch?* (2)

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4.2		Design a promotional plan for the above product.	(6 × 2)	(12)
4.3	4.3.1	Name the type of media of which *online* is an example.	(1 × 2)	(2)
	4.3.2	State FIVE advantages of the media mentioned in QUESTION 4.3.1.		(5)
	4.3.3	State THREE disadvantages of the media mentioned in QUESTION 4.3.1.		(3)
4.4		In your own opinion, what is the dress code policy of Tekkie Town?	(3 × 2)	(6)
				[30]

QUESTION 5

Study the picture below and answer the questions.



Enlarged copy: SAMSUNG 163 cm (65") Smart QLED TV. Model QA65Q601A. Resolution 3840 × 2160. Wi-Fi ready. 2-year guarantee.

[Source: Adapted from *https:// https://mybroadband.co.za*]

5.1		Construct a marketing strategy for the above product.	(6 × 2)	(12)
5.2		Describe how the marketing strategy you mentioned in QUESTION 5.1 will be implemented.	(4 × 2)	(8)
5.3		Explain how the above marketing strategy will be monitored.	(4 × 2)	(8)
5.4		Name the distribution strategy used for the above product.	(1 × 2)	(2)
				[30]

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QUESTION 6

Read the scenario below and answer the questions.

Andrews Enterprises, a dynamic technology company, recognises the need to enhance the efficiency of its marketing department. To achieve this, the marketing team decides to re-evaluate its structure and implement a new marketing department organogram that fosters seamless collaboration and optimises the personal selling process.

As the new marketing structure takes effect, the teams begin to experience improved collaboration and increased efficiency. The content creation team produces targeted materials that resonate with the target audience, while the digital marketing team leverages various channels to amplify the company's online presence.

[Source: Adapted from: *www.marketingmix.com*]

6.1 Design the organogram of Andrews Enterprises' marketing department. (5 × 2) (10)

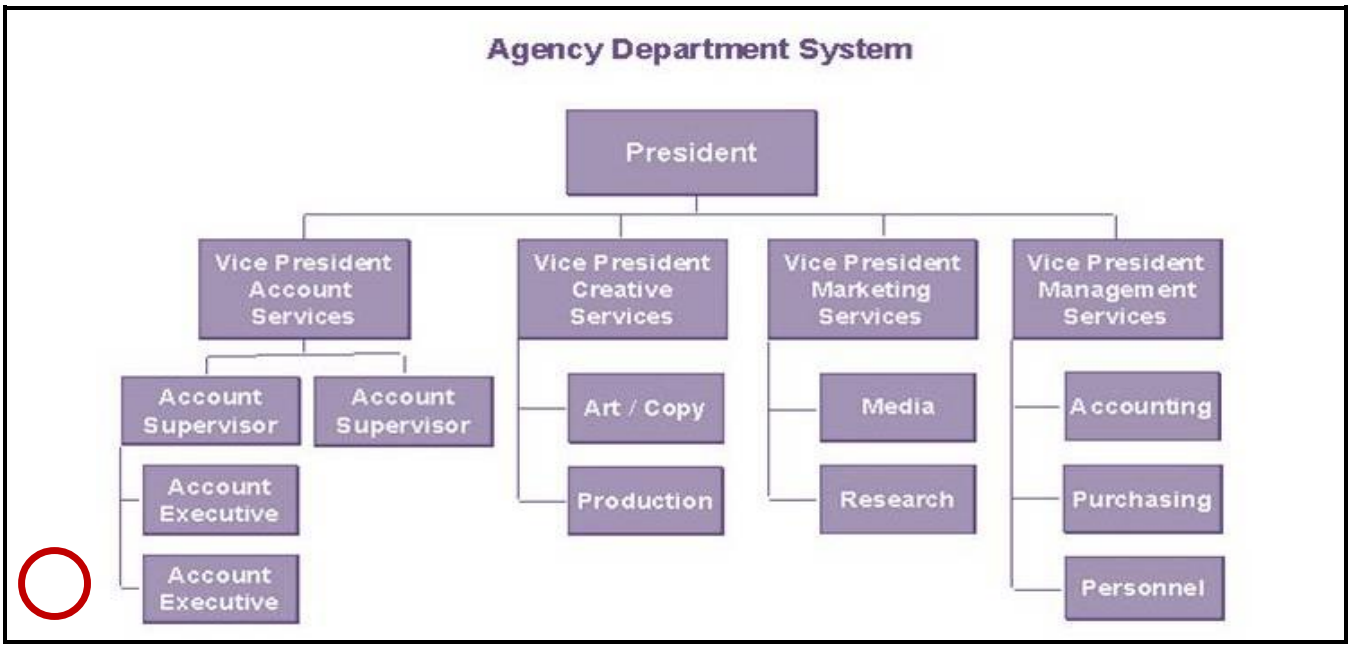
6.2 State and describe FOUR types of situations that will prevent efficiency in teamwork at Andrews Enterprises. (4 × 2) (8)

6.3 6.3.1 State the final step in the personal selling process. (1 × 2) (2)

6.3.2 Explain the step mentioned in QUESTION 6.3.1. (5 × 2) (10)
[30]

QUESTION 7

Study the information below and answer the questions.



[Source: Adapted from: *https:// en.wikipedia.org/wiki/Organizational chart*]

7.1 7.1.1 Define the term *integration* in your own words. (2)

7.1.2 Give FIVE examples from the above organogram, of how integration can take place. (5 × 2) (10)

7.1.3 State FIVE things that a company needs to analyse from its competitor in order to keep its competitive edge. (5 × 1) (5)

7.1.4 State THREE ways in which the above company will identify market opportunities. (3)

7.2 State and explain the communication objectives of the media plan of an organisation. (5 × 2) (10)
[30]

TOTAL SECTION B 120
GRAND TOTAL: 150

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