higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

(3041012)

15 November 2024 (Y-paper)
13:00–16:00

This question paper consists of 9 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
ADVERTISING AND PROMOTIONS
NQF LEVEL 2
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

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 The creative process includes the way in which the advertisement will get the message to the customer.

1.1.2 Creative work is evaluated based on sales, awareness or persuasive impact.

1.1.3 Creative strategies work because it changes behaviour.

1.1.4 A good strategy begins with identifying goals and stating objectives.

1.1.5 A product mix is about different ways of giving blended strategic mix of communication methods to communicate with the customer.

1.1.6 Assertive means to do more work in less time and with less effort.

1.1.7 Premium pricing refers to low prices when launching luxury goods.

1.1.8 The talk between the staff and the customer is regarded as customer dialogue.

1.1.9 Customers are essential for the survival of any organisation or business.

1.1.10 Customers must always be dealt with promptly and respectfully.

(10 × 1) (10)

1.2 Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

policy; complaint; visualising; competitive edge; ethics; graphics; SMS; direct mail; planogram; objective

1.2.1 … refers to imagining what the advertisement will look like.

1.2.2 Pictures, drawings, photographs and images in an advertisement are known as …

1.2.3 … is a short text sent as advertisements especially for specials or discounts.

1.2.4 … form is completed when a customer is not satisfied with the services received from the business.

1.2.5 A letter sent by post to encourage one to buy is …

1.2.6 A visual representation of what the marketing manager would like the display to look like is called the …

1.2.7 The marketing manager must first establish the … of the overall strategy.

1.2.8 … has to do with what is right and what is wrong and being able to tell the difference.

1.2.9 … guides how a company conducts its business and is the basis for its decision making.

1.2.10 … refers to the ability of an organisation to stand out among competitors.

(10 × 1) (10)

1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Document clearly stating the message the company wants the advertisement to give to the customer	A	campaign
		B	ticketing
		C	publicity
1.3.2	Words used in an advertisement	D	limits of authority
1.3.3	Organised course of action to arouse public interest	E	copy
		F	chronic complainers
1.3.4	The 'what', 'where' and 'how' of advertising	G	activists
1.3.5	Application of a price to an item	H	brief
1.3.6	It is one of the factors that affect the promotional mix	I	budget
		J	tactic
1.3.7	A news article that talks about a company in a newsy type of way.		
1.3.8	Customers who make their complaints as public as possible		
1.3.9	Type of customers who are never satisfied		
1.3.10	Knowing what can and cannot be done when dealing with a customer		

(10 × 1) (10)
[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

Read the paragraph below and answer the questions.

Effective communication is a vital part of a company. Promotions, promotional tools and the promotional mix all work together to create a successful marketing campaign. A company must be able to communicate with its customers, employees, suppliers, local authorities, investors and the community. Marketers now have a bundle of communication methods to use that is referred to as promotions.

2.1 Define the following words:

2.1.1 Promotion

2.1.2 Advertising

(2 × 2) (4)

2.2 Promotional activities are important for a business.

What are the benefits of promotional activities? (2 × 2) (4)

2.3 Businesses use different promotional tools or methods.

2.3.1 State THREE of these methods/tools. (3 × 1) (3)

2.3.2 Give ONE example of each of the methods/tools mentioned in QUESTION 2.3.1. (3 × 1) (3)

2.4 The success of any business depends on the quality of its employees.

2.4.1 List THREE qualities that an employee should have. (3)

2.4.2 Give THREE guidelines to become a good listener. (3)

2.4.3 What are the examples of positive body language? (3 × 1) (3)

2.4.4 Give the guidelines on how employees should manage their time effectively. (3 × 1) (3)

2.5 Sexual harassment should not be tolerated in the workplace:

2.5.1 What is sexual harassment? (2)

2.5.2 Give TWO examples of behaviour that is regarded as sexual harassment. (2)

[30]

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QUESTION 3

Study the advert below and answer the questions.



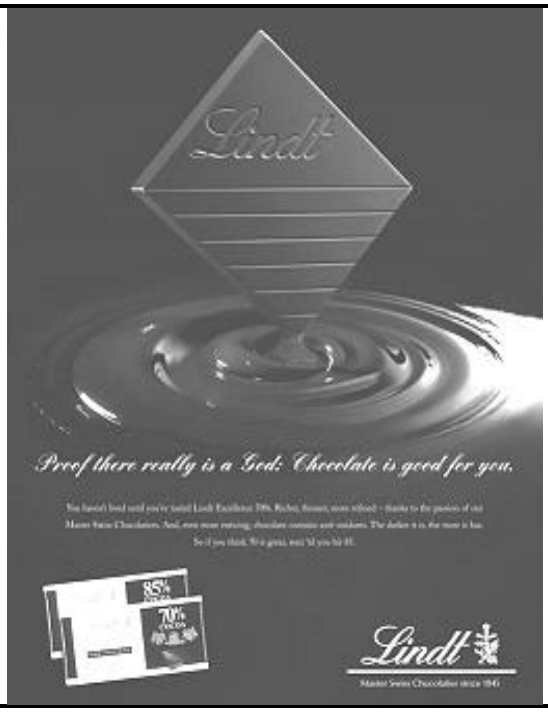
[Source: *www.google/images.co.za*]

3.1	Give the components/elements of a creative strategy.	(5 × 1)	(5)
3.2	State FIVE creative tactics applicable to the type of advertisement shown above.		(5)
3.3	The media shown above is preferred by many businesses.		
3.3.1	Give THREE advantages of this media.		(3)
3.3.2	List FOUR other types of media that can be used to advertise.		(4)
3.4	Persuasion is important in advertisements.		
3.4.1	Define *persuasion.*		(2)
3.4.2	List THREE elements that must be present when designing an advertisement.		(3)
3.4.3	Explain the requirements of persuasive advertising.	(4 × 2)	(8)

[30]

QUESTION 4

Study the advert below and answer the questions.



[Source: *www.google/images.co.za*]

4.1 Evaluate the advertisement shown above and explain how it meets the requirements of the AIDA principle. (4 × 2) (8)

4.2 Advertisements should be aimed at the target audience.

4.2.1 Define target *audience*. (2)

4.2.2 What are the factors that should be considered when identifying a target audience? (6 × 1) (6)

4.3 State FOUR ways in which feedback regarding the above advertisement can be obtained from customers. (4 × 1) (4)

4.4 Customers should be exposed to sales promotional activity when they are in store.

4.4.1 Define *sales promotion.* (2)

4.4.2 Give TWO examples of sales promotion methods. (2)

4.5 You have been asked by Woolworths to develop a promotional strategy.

Give examples of the promotional objectives that the strategy will seek to achieve. (3 × 2) (6)

[30]

QUESTION 5

Read the paragraph below and answer the questions.

5.1

> Poor service leaves customers unhappy. It is estimated that for every unhappy customer, 10 more people will find out about the bad service. Poor service eventually leads to poor image and loss of business for the company and loss of jobs for employees.

5.1.1 Every business should strive to provide excellent service to customers.

What is *service excellence*? (2)

5.1.2 Give SIX guidelines on how a business can achieve service excellence. (6)

5.1.3 Name FOUR factors that affect the type of service offered to the customer. (4)

5.1.4 Differentiate between a *platinum* customer and an *iron* customer. (2 × 2) (4)

5.2 For promotional displays to be successful, they need to be planned properly.

5.2.1 What factors should be considered when building promotional displays? (5 × 1) (5)

5.2.2 Name FIVE factors to consider when maintaining promotional displays. (5)

5.3 Give TWO reasons why sales promotions are important to an organisation. (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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