higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

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09:00–12:00

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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 Differentiation is when there is no agreement between team members.

1.2 Monitoring a sales strategy is to take action when something does not go according to plan.

1.3 A company can use a SWOT analysis to compare itself with competitors.

1.4 Marketers should identify opportunities in order for their businesses to keep their competitive edge.

1.5 Competitive advantage is obtained when each department focuses on its own work or activities.

1.6 It is important to know your own strengths and weaknesses in order to be part of a team.

1.7 Conflict can help a team build better and stronger relationships with each other.

1.8 Technology has a negative impact on innovations in sales and marketing.

1.9 A building will tell you a lot about the corporate culture of the company.

1.10 The way that we greet clients depends on the organisation's policies.

(10 × 1) **[10]**

QUESTION 2

Choose a term from COLUMN B that matches a description 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	A soft drink uses this type of distribution	A	intensive
2.2	Advertising the balance sheet of a company is an example of this PR activity	B	print
2.3	Increasing profit is a characteristic of this objective	C	environment
2.4	A media type where the readers do not remember the advertisements	D	reports
2.5	This structure is also known as an organisational structure	E	long-term
2.6	Television sets use this type of distribution	F	organogram
2.7	Using brochures is an example of this PR activity	G	selective
2.8	The conditions, situations or surrounding in which a business operates.	H	short-term
2.9	Increasing sales is a characteristic of this objective.	I	publications
2.10	Fast sport cars use this type of distribution	J	exclusive

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences/paragraph(s) by filling in the missing word(s). Write only the word(s) next to the question number (3.1–3.10) in the ANSWER BOOK.

job description; oligopoly; reflection; strengths; call centre; market; print; trade; tactics; expert

3.1 POP is an example of … promotions.

3.2 African Bank will fall under … competition.

3.3 Internal factors that contribute to the achievement of company goals are called ….

3.4 … inform employees what their responsibilities are.

3.5 … means to think about something.

3.6 … is someone who has a special skill or special knowledge of a subject.

3.7 … is an office where people answer questions and make sales by using the telephone rather than by meeting people.

3.8 … are activities that support marketing strategies.

3.9 A large number of companies that manufacture a particular product is a good representation of …

3.10 Pamphlets are an example of … media.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Study the advert below and answer the questions that follow.



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

4.1 Identify the type of promotion being used in the above advertisement. (2)

4.2 Discuss how a sales strategy and a marketing strategy fit together. (3 × 2) (6)

4.3 Explain the guidelines that you will follow to implement a sales strategy. (5 × 2) (10)

4.4 Give the steps to follow when compiling a marketing strategy for the above product. (6 × 2) (12)

[30]

QUESTION 5

Study the advert below and answer the questions that follow.



[Source: *www. trendhunter.com*]

5.1	5.1.1	Identify the product from the above advertisement.		(1)
	5.1.2	Identify the brand from the above advertisement.		(1)
	5.1.3	Distinguish between product and brand.	(2 × 2)	(4)
5.2	Explain the characteristics of publicity.		(3 × 2)	(6)
5.3	How can Coca-Cola use the following media to advertise their product:			
	5.3.1	Print media		
	5.3.2	Outdoor media		
	5.3.3	Radio		
	4.3.4	New media	(4 × 2)	(8)
5.4	Coca-Cola may use either niche or mass markets to advertise the product in the above advert.			
	Discuss mass market.		(5 × 2)	(10)
				[30]

QUESTION 6

Read the extract below and answer the questions.

Composition of marketing department of KR ADVERTISING

Marketing Manager
A marketing manager typically has the responsibility of carrying out the marketing strategy for the company. The marketing manager reports to the vice-president and generally manages the rest of the marketing employees from the departments below.

Supervisor: Market Researcher Department
Market researchers obtain information about the target audience of the company as well as the company's competitors.

Vice-President of Marketing
The person in charge of the entire marketing department is generally known as the vice-president of marketing. The vice-president of marketing is the liaison between the marketing department and upper management or the owners of the company.

Supervisor: Public Relations Department
The employees who handle public relations in the organisation handle the non-paid forms of advertising the company utilises to promote the business.

[Source: *www.google.com*]

6.1 Design an organisational structure for the above department. (5 × 2) (10)

6.2 How can the marketing manager measure employees' performance? (6 × 1) (6)

6.3 The code of conduct should be clear and simple to all employees as it includes rules about working with others and dealing with customers.

What are the rules that form part of an organisational code of conduct? (5 × 2) (10)

6.4 List FOUR advantages of personal selling. (4 × 1) (4)

[30]

QUESTION 7

7.1 Publicity is defined as unpaid communication about an organisation in the mass media.

Explain the steps in the publicity plan. (7 × 2) (14)

7. 2 The success of a business depends on good suppliers. It is therefore important that trade agreements are entered into between a business and a service supplier.

Discuss trade agreements. (4 × 2) (8)

7.3 Most big companies choose television to advertise their products or services.

7.3.1 Give FOUR advantages of using television. (4 × 1) (4)

7.3.2 What are the disadvantages of television media? (4 × 1) (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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