higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

2 December 2024 (X-paper)
09:00–12:00

This question paper consists of 9 pages.

567Q1N2402

Copyright reserved

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.

Copyright reserved

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 The strength of a business is an example of the external environment.

1.2 A prospective customer is known as a loyal customer.

1.3 There is no difference between a call centre and a contact centre.

1.4 The main aim of a sales consultant is promoting the product of the business.

1.5 Media scheduling is the process of developing media objectives.

1.6 A company dress code is an example of a procedure.

1.7 Trade promotions' target market is businesses.

1.8 Advertising on buses is a form of print media.

1.9 Launching a product is to make a new product available for sale for the first time.

1.10 A distributor is a retailer where customers buy products.

(10 × 1) **[10]**

QUESTION 2

Choose a/an term/item 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	People hide their anger and avoid admitting that they are upset.	A	merchandise
		B	negativity
2.2	The activity of selling goods to customers in shops	C	corporate
		D	retail
2.3	An attitude of someone who sees bad qualities in all situations	E	denial
2.4	Known as a large organisation	F	procedure
2.5	Principles, beliefs, or standards that guide and influence an individual's attitudes, behaviours, and decisions	G	values
		H	consultation
2.6	The usual way of doing things in a business	I	confrontation
2.7	A discussion in which opinions are being shared	J	dictation
2.8	Products that are being sold	K	reflection
2.9	Thinking carefully about something		
2.10	Heated disagreement between two parties		

(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 (3.1–3.10) in the ANSWER BOOK.

manufacture; brand; opportunity; threats; promotions; strategy; tactics; implement; intranet; objective; publicity

3.1 Marketing activities that businesses use to communicate with prospective buyers.

3.2 Taking action and carrying out a plan.

3.3 Attention that someone gets from the media.

3.4 A set of plans used to achieve a something.

3.5 Making large quantities of goods using machines.

3.6 Activities that support strategies.

3.7 Goals that have been planned.

3.8 The chance to do something.

3.9 An internal computer network exchanging information between employees.

3.10 A type of product made by a company that has a particular name or design.

(10 × 1) **[10]**

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 4

Read the scenario below and answer the questions.

DAIRYMAID ADDS LEMON CREAM FLAVOUR TO COUNTRY FRESH RANGE

Just in time for summer, Dairymaid has introduced a new flavour to its Country Fresh brand: Lemon Cream.

With a heritage spanning several decades, Dairymaid has consistently been synonymous with being passionate about ice cream making for the past 100 years. Lemon Cream introduces a twist to their ice cream collection.



Manyathe Ramotsepe, Dairymaid's senior brand manager comments on this new flavour innovation, saying, 'As a brand, we aspire to be a part of all your meals, both your everyday and special occasion meals. Country Fresh aims to bring the fun and joy after family meals each day.'

With Lemon Cream leading the charge, Dairymaid's Country Fresh brand continues to embody a product that focuses on smooth and creamy flavours for any occasion. This summer, savour the refreshing taste Country Fresh Lemon Cream. Consumers are encouraged to interact with the Country Fresh in-store competition where they will stand a chance to win weekly cash prizes of up to R10,000.

[Source: *https://www.bizcommunity.com/Article/196/162/242955.html*]

4.1 Design an advertisement introducing the new flavour to the public. (5 × 2) (10)

Copyright reserved

4.2 During an in-store promotion problems may occur.

4.2.1 Identify FIVE problems that can occur. (5)

4.2.2 For each of the problems identified in QUESTION 4.2.1 give correction action on solving the problems. (5)

4.3 4.3.1 Identify the type of promotional activity being used in the article. (2)

4.3.2 Give FIVE examples of the promotional activity chosen above. (5)

4.4 Is Dairymaid using the push or pull strategy? Explain your answer. (3)
[30]

QUESTION 5

Read the scenario below and answer the questions.

PERFECTLY CLEAR LAUNCHES NEW TV CAMPAIGN
CLEARLY DRINKS HAS CREATED A NEW PRIME-TIME TV ADVERT



The adverts, which will air in the UK on Monday, 1 June will be screened during high traffic programmes including ITV's Good Morning Britain and high profile children's programmes such as Peppa Pig, Fireman Sam and Ben and Holly.

Susanne Wright, head of marketing at Clearly Drinks, said: 'We are committed to driving the growth of the flavoured water category in the UK and further cementing Perfectly Clear as an established brand in the flavoured water market. We are looking forward to our TV ad bursting onto screens this June, to drive awareness of our new, fruitier product with families and flavoured water category as a whole.

'We know Perfectly Clear will prove a big hit with families with its strong fruity flavours, bright and bold packaging and zero sugar offering. Our exciting national TV ad will be supported by an integrated marketing campaign rolled out from June including online advertising, influencer campaigns and national and regional PR.'

[Source: *https://www.talkingretail.com/products-news/soft-drinks/perfectly-clear-launches-new-tv-campaign-21-05-2020/*]

5.1 Identify the target market for the above product. (2)

5.2 Define the following terms from the above case study in your own words:

5.2.1 *Online advertising*

5.2.2 *Relaunch*

5.2.3 *Influencer campaign*

(3 × 2) (6)

5.3 Clearly Drinks uses television as one of their media.

5.3.1 State FOUR advantages of television media. (4)

5.3.2 State FOUR disadvantages of television media. (4)

5.4 Describe the roles and responsibilities of Susanne Wright. (5 × 2) (10)

5.5 List the factors that influenced Clearly Drinks in their choice of media selection. (4)

[30]

QUESTION 6

Study the picture below and answer the questions.



[Source: *https://www.archdaily.com/*]

6.1	Describe the corporate culture from the above image.	(4 × 2)	(8)
6.2	Discuss why the above company will have a code of conduct.	(5 × 2)	(10)
6.3	How will the above company keep its competitive edge?		(2)
6.4	Illustrate, by means of a drawing, how a typical organogram of a business will look.	(5 × 2)	(10)
			[30]

QUESTION 7

Read the scenario below and answer the questions.

Johnsons Corp, is gearing up for a major product launch. The Public Relations (PR) team is tasked with enhancing the company's image and creating a positive buzz around the upcoming release. The team leaders recognize the importance of maintaining a positive work environment to ensure the success of the marketing strategy. They decide to initiate a workplace positivity campaign, blending PR efforts with team-building initiatives.

Through this coordinated approach, Johnsons Corp not only strengthens its external image but also cultivates a positive internal atmosphere. The team leaders' emphasis on positivity complements the marketing and PR efforts, creating a cohesive strategy that contributes to a successful product launch.

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

7.1	Explain the steps that Johnsons Corp should use in developing the public relations plan.	(7 × 2)	(14)
7.2	State SIX ways that Johnsons Corp's team leaders can strengthen positivity in a team.		(6)
7.3	Recall the steps of a marketing strategy that can be used by Johnsons Corp, in the correct order.		(6)
7.4	Identify TWO objectives of advertising and promotions.	(2 × 1)	(2)
7.5	Name TWO public relations activities.	(2 × 1)	(2)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved