higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

12 November 2024

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 True
1.2 False
1.3 True
1.4 False
1.5 False
1.6 True
1.7 True
1.8 True
1.9 True
1.10 False
1.11 True
1.12 False
1.13 False
1.14 True
1.15 False

(15 × 1) **[15]**

QUESTION 2

2.1 Observation
2.2 Conciliation
2.3 Surveys
2.4 Mediation
2.5 Experimentation
2.6 Business-to-business
2.7 Reference number
2.8 Letterhead
2.9 Focus group
2.10 Business-to-consumer
2.11 Personal interviews
2.12 Mail survey
2.13 Kinesics
2.14 Proxemics
2.15 Written communication

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 3.1.1

- Inform
- Activate
- Persuade
- Remind (4)

3.1.2

- Reach large geographically dispersed audiences.
- Introduce a new product.
- Allow for advertised goods to be perceived by customers as more legitimate.
- Make customers aware of the company and the brand.
- Build the brand's image.
- Stimulate the brand's image.
- Allow for impersonal one-way communication. (Any 5 × 1) (5)

3.2

- Source/Sender
- Encoding
- Message
- Medium
- Decoding
- Audience
- Feedback
- Noise (8)

3.3

- Focus
- Reflect
- Act
- Measure
- Expand (Any 3 × 1) (3)

3.4 Mark allocation is set out in the table below. Please indicate the student's marks in the script as follows:

Layout – (Mark out of 6)
Content – (Mark out of 4)
Total - (Mark our of 10) (10)

CRITERION	MARKS	TOTAL MARKS
Layout of the draft		**6**
The letter includes the following: Sender's address✓ The recipient's address✓ Date✓	3	
Salutation✓ (Dear sir/Madam)	1	
Subject headline✓	1	
The conclusion includes: The name and signature of the sender✓	1	
Content of the draft letter		**4**
Acknowledge receipt of the letter✓	1	
Address each aspect of the complaint✓	1	
Offer a solution✓	1	
End on a positive note by assuring the customer that this situation will not occur again✓	1	
Total	**[10]**	**[10]**

[30]

QUESTION 4

4.1
- Attention✓✓
  Is the flyer eye-catching (usage of bold words, colourful pictures)?
- Interest✓✓
  Does it keep you interested long enough to keep you reading (information should be interesting, like 'become a qualified marketer'?
- Desire✓✓
  Does it create desire for the course?
- Action✓✓
  Does it tell the consumer how to take action (using the college online system, or college website)?
- Copywriting✓✓✓
  Were the correct words used?
  Does the wording appeal to high school learners?
- Visualising✓✓
  Are there images/drawings?
- Layout✓✓
  Is the layout appealing? (15)

4.2 Step 1: Identify market opportunities
Step 2: Select target market
Step 3: Market objectives
Step 4: Develop market strategies
Step 5: Design action plan
Step 6: Execute plans
Step 7: Measure results
Step 8: Take corrective action (8)

4.3
- Promoting image
- Providing information
- Creating, increasing and stabilising demand
- Differentiating product features and benefits
- Providing competitive differentiation
- Leading generation
- Motivating staff (Any 5 × 1) (5)

4.4 Persuasive communication is directed towards changing or altering✓ another person's beliefs, attitudes and ultimately behaviour.✓ (2)
[30]

QUESTION 5

5.1 5.1.1 Sales promotion✓✓
5.1.2 Direct marketing✓✓
5.1.3 Personal selling✓✓
5.1.4 Sponsorship✓✓
(4 × 2) (8)

5.2 Soccer lovers, car lovers, sports lovers, men✓✓
(Any relevant answer) (Any 1 × 2) (2)

5.3
- Structure
- Clarity
- Consistency
- Medium
- Relevancy (5)

5.4
- Physical barrier
- Semantic barrier
- Cultural barrier
- Physiological barrier
- Psychological barrier
- Gatekeeping barrier
- Perceptual barrier (Any 5 × 1) (5)

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5.5
- Promote the image of the organisation.
- Inform prospective customers about the organisation.
- Arouse interest about the organisation.
- Persuade the target market on the advantages, benefits and superiority of the product or service.
- Induce the target market into action to buy the product or service and to continue to purchase the product.
- Remind the target market about the product or services offered by the organisation. (Any 5 × 1) (5)

5.6
- First impression
- Personal appearance
- Syfe customer support
- Interpersonal skills
- Voice
- Listening and observing
- Questioning and feedback
- Body language (Any relevant answer) (Any 5 × 1) (5)

[30]

QUESTION 6

6.1 6.1.1 Product – refers to goods, ✓ services, ✓ ideas or persons.

6.1.2 Price – refers to the amount of money a customer✓ is prepared to pay for a product./service✓

6.1.3 Place – refers to where✓ and how the product is distributed.✓

6.1.4 Promotion – refers to the collective activities, materials and media used by the marketer ✓to inform or educate customers about the organisation's offerings.✓

(4 × 2) (8)

6.2
- Respect the customer.
- Patience remains a critical component of great customer support.
- Personalisation of customer service into the more holistic.
- Have empathy towards the customer at all times.
- Be responsive to customers through both speed and accuracy.
- Understand what a customer wants.
- Have company policies that are customer focused.
- Train employees. (Any relevant answer) (Any 5 × 1) (5)

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6.3
- Printed media✓ – only written words such as billboards, newspapers and magazines.✓
- Skywriting✓ – use of an aeroplane with puffs of letters or words bellowing into the sky.✓
- Audio and visual media✓ – hear and see such as radio or television.✓
- Digital media✓ – digital or electronic boards.✓
- Outdoor media – is advertising experienced outside the home. This includes billboards, wallscapes, and posters seen while 'on the go'. (Any 4 × 2) (8)

6.4
- Business letters
- Memos
- Reports
- Minutes
- Telegrams
- Telephone messages
- Fax messages
- Circulars (Any relevant answer) (5 × 1) (5)

6.5 A: Attention
I: Interest
D: Desire
A: Action (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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