higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

13 November 2024

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

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

(15 × 1) **[15]**

QUESTION 2

2.1 D
2.2 D
2.3 C
2.4 A
2.5 B
2.6 B
2.7 B
2.8 D
2.9 A
2.10 C
2.11 C
2.12 A
2.13 B
2.14 C
2.15 C

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 3.1.1 When an organisation pays to place advertisements on any media channel.

3.1.2 When a sales representative meets with a potential client for transacting a sale.

3.1.3 Free media cover for your product, service or organisation.

3.1.4 The act of supporting an event, activity, person or organisation financially or through the provision of products or services.

3.1.5 All the things that a business does to maintain and improve its relationship with its public and improve its image.

(5 × 2) (10)

3.2
- Creating brand equity
- Providing information
- Influencing consumer choices
- Differentiating the product
- Positioning the product or brand (5)

3.3
- Standing out from the crowd:✓ creativity is crucial in helping differentiate your brand, product or service from competitors.✓
- To build the emotional connection with the customer:✓ emotions play an important part in persuading customers to make a purchasing decision and in building a connection with a company and its brand. When marketing content creatively taps into the emotions of customers, it is much more likely to be effective.✓
- It helps in building brand awareness:✓ creative marketing helps to build brand awareness.✓
- Cost effective:✓ investing in good creative principles ensures that you get the best value from your 'advertising' space, and that you engage with your target audience in a way that will help them decide to buy from you.✓
- It helps in reaching the target market:✓ the media being used for any marketing activity gives you 'statistical' reach. The content being used in it gives you 'emotional' reach.✓ (Any 5 × 2) (10)

3.4
- Record attendance
- Decisions taken
- Outline commitments
- Use the correct or a structured format
- Distribute minutes promptly (5)

[30]

QUESTION 4

4.1

Eskom ✓

Media statement:✓

Stage 6 load shedding will be implemented from 05:00 on Tuesday until further notice.✓

September 4, 2025✓

Monday, 04 September 2025: With the increase in generation-planned maintenance,✓ as previously communicated and the loss of a further two generation units today, Stage 6 load shedding will be implemented from 05:00 on Tuesday until further notice.✓

Breakdowns are currently at 16 210MW of generating capacity while the capacity out of service for planned maintenance is 5 894MW.✓

Since yesterday, a generating unit each at Kriel and Medupi power stations was taken offline for repairs. In the same period a generating unit each at Arnot, Kendal, Kriel and Lethabo power stations were returned to service.✓

The delay in returning to service a generating unit each at Hendrina and Tutuka power stations is also contributing to the current capacity constraints.✓
Eskom teams are working tirelessly to return these generating units to service.✓
We would like to thank those who do heed the call to use electricity sparingly and efficiently, including switching off geysers✓ and pool pumps from 17:00 to 21:00, as this lowers demand and helps in alleviating the pressure on the power system and contributes to lower stages of load shedding.✓

ENDS✓
071 711 5555/ 012 222 2222✓
www.eskom.co.za✓ (15)

4.2
- Title
- Purpose
- Date and place of survey
- Customer details
- Instructions for completion of the survey
- Questions (open- and close-ended) (Any 5 × 1) (5)

4.3



Venue: Company Boardroom
Date: 22 December
Time: 14:00

AGENDA

1. Opening and welcome ✓
2. Apologies ✓
3. New matters ✓
   3.1 Sales figures; campaign ratings ✓
   3.2 Advertising strategies ✓
4. Any other business ✓

5. Announcement: Date of the next meeting ✓

6. Closure ✓

Signature: any signature ✓ **Date: 22 December**
Chairperson

Signature: any signature ✓ **Date: 22 December**
Secretary

(10)
[30]

QUESTION 5

5.1
- Pause:✓ if you find yourself becoming aggressive, stop talking and breathe slowly in and out.✓
- Do not react:✓ if someone in the audience makes you angry, do not respond by being aggressive.✓
- Keep the objective clear:✓ remind yourself of your objectives while doing the presentation.✓
- Stay focused on customer needs:✓ focus on customer needs; the whole presentation must answer the customer's questions.✓
- Focus on customer goodwill:✓ focus on maintaining customer goodwill; remember: you want the customer to support you. ✓
- Consider the long-term advantages:✓ always concentrate on the long-term advantages.✓
- Respect the organisation's image:✓ think of the organisation image; if you lose your temper and act aggressively towards your customers during the presentation, your organisation will lose business.✓ (Any 5 × 2) (10)

5.2
- Avoid opening windows and doors.
- Avoid using cell phones during the presentation.
- Avoid turning your back on the audience even while you're explaining a chart or visual.
- Avoid moving outside the sightline of the audience.
- Avoid angry movements and hand gestures.
- Avoid colourful and exotic clothes unless they are necessary or will add something to your presentation.
- Avoid doing the presentation with unfastened buttons, shoelaces and ties. ✓
- Avoid using heavy perfumes or cosmetics. (Any 5 × 1) (5)

5.3
- Overhead projectors
- Flip charts
- Whiteboards and chalkboards
- Videos
- Demonstrations
- Product samples
- Display stands
- PowerPoint presentations (Any 5 × 1) (5)

5.4
- Physical motivation
- Safety and security motivation
- Love and belonging motivation
- Esteem and status motivation
- Self-actualisation motivation (5 × 2) (10)

[30]

QUESTION 6

6.1
- Strategic planning and monitoring
- Protect assets and provide financial oversight
- Serve on committees or working groups
- Select, support and review performance of the chief executive
- Board member recruitment and board performance evaluation (5)

6.2
- All advertisements must be truthful, decent, honest and legal.
- All advertisements must be prepared in a responsible manner.
- All advertisements must follow the rules of fair competition in business.
- No advertisements must reduce the confidence that the public has in advertisements as honest marketing communications.
- All advertisements should comply with the law and should not incite anyone to break it.
- No advertisement should contain anything which might lead to or lend support to criminal, illegal or reckless activities. (Any 5 × 1) (5)

6.3 A verbal enquiry is an enquiry made in spoken words, for example in person or telephonically,✓✓ while a written enquiry is an enquiry made in writing, for example via a letter or email.✓✓ (2 × 2) (4)

6.4
- Date the complaint and your notes on it.
- Read or listen to the complaint very carefully to ensure that you understand the customer's reasons for complaining.
- Focus on the real reasons for the complaint.
- Make notes of the important issues that you need to address.
- Note the dates by which you must act on the complaint. (5)

6.5
- Define your main idea.
- Limit the scope.
- Choose your approach.
- Prepare your outline. (4)

6.6
- The letterhead and date
- The name of the recipient
- The address of the sender and the recipient
- The headline/subject line/opening line
- The lead paragraph
- The body
- The closing paragraph (7)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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