higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 4

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 True
1.11 True
1.12 True
1.13 True
1.14 False
1.15 True

(15 × 1) **[15]**

QUESTION 2

2.1 N
2.2 K
2.3 E
2.4 A
2.5 C
2.6 M
2.7 I
2.8 J
2.9 G
2.10 O
2.11 L
2.12 B
2.13 H
2.14 F
2.15 D

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 3.1.1 Stereotypes are assumptions that people make about the characteristics of all members of a group✓ based on an image about what people in that group are like. ✓

OR

Something that you believe is true✓ even though you have no proof✓

3.1.2 Prejudice means judging people or having an idea about them ✓before you actually know anything about them.✓

3.1.3 Marketing is all about finding out what customers need and want, ✓providing products and services that meet those needs and wants, and telling consumers about these products and services.✓

(3 × 2) (6)

3.2 3.2.1 Employees provide skills and experience to an employer✓ and they influence the efficiency of the organisation's production.✓

3.2.2 Suppliers improve the organisation reputation ✓by supplying quality products.✓

3.2.3 Local communities can refuse to buy certain products offered by the organisation, ✓ secondly employees often come from the local community, and the community attitude towards an organisation can influence the attitude of the most skilled people in the community.✓

3.2.4 If you have good relationships with the media, ✓ you will get positive press coverage.✓

3.2.5 Consumers provide the focus for market research and subsequent marketing projects. ✓ Secondly, loyal customers with good relationships with the organisation can be the ambassador who recommend the organisation products and services.✓

(5 × 2) (10)

3.3
- Language
- Norm
- Symbols
- Values
- Beliefs

(Any 4 × 1) (4)

3.4
- Face the speaker and have eye contact.
- Listen to/ take note of nonverbal cues.
- Do not interrupt.
- Listen without judging or jumping to conclusions.
- Do not start planning what to say next.
- Do not impose your opinions or solutions.
- Stay focused.
- Ask questions. (Any 5 × 1) (5)

3.5
- Budget/Financial resources
- Staff
- Computers
- Technologies
- Materials
- Digital assets, e.g. photos, brand guidelines (Any relevant 5 × 1) (5)

[30]

QUESTION 4

4.1
- Display information about the marketing campaigns of the organisation on the departmental notice board.
- Discus how departments contribute, and will continue to contribute, to current campaigns.
- Provide and discuss market research information to determine how departments can use it to improve performance.
- Discuss interaction between customers and the organisation, like customer complaints and agree on how their departments should handle them.
- Ask colleagues to suggest how their department could become more marketing orientated.
- Give feedback to colleagues about how their actions improved customer relations.
- Ensure that colleagues use opportunities for marketing training.

(Any 5 × 1) (5)

4.2
- The marketing proposal needs to protect both the seller and the buyer ✓to make sure that both parties are satisfied with the transaction.✓
- The proposal must specify the price or other value✓ that the buyer will give in exchange for the product or service.✓
- It must spell out exactly what the product or service offering consists of ✓and what benefits the buyer can expect.✓
- It must say how long✓ the offer will remain valid.✓
- It may need to specify certain inclusions ✓and exclusions.✓
- Marketers may not misrepresent their offer.
- The terms and conditions must be legal. (Any 5 × 2) (10)

4.3

Questions✓	Yes✓	No✓
Are the objectives of the project indicated?✓		
Is the budget for a project available?✓		
Is the responsible persons indicated?✓		
Is the project adhering to the required laws?✓		
Is the project protective of both the seller and prospective customer?✓		

(NB: 2 marks for general design of the checklist)✓✓ (10)

4.4
- When there is a reasonably certain chance that you will get the prospect's business
- When you need to explain in detail why your product or service is better than those of the competitor
- When the proposal can explain the benefit and value to the prospective customer
- When the transaction, which you are making the proposal for, is for a big amount
- It could be the start of an ongoing relationship with the prospective customer. (5)

[30]

QUESTION 5

5.1
5.1.1 Flip chart
5.1.2 Projector
5.1.3 Whiteboard/Chalkboard
5.1.4 Videos/ video clips
5.1.5 Product sample

(5 × 1) (5)

5.2
- Describe a scene or a character.
- Tell a story.
- Share a personal experience.
- Relate to a recent event.
- Piggyback on a previous speaker's remark or theme.
- Point out something important about the audience or the current setting.

(Any 5 × 1) (5)

5.3
5.3.1 Thought
5.3.2 Laid
5.3.3 Quit
5.3.4 Put
5.3.5 See
5.3.6 Fly
5.3.7 Went
5.3.8 Dreamt/Dreamed
5.3.9 Bought
5.3.10 Sang
5.3.11 Spoke
5.3.12 Swam
5.3.13 Ate
5.3.14 Have
5.3.15 Understood

(15 × 1) (15)

5.4
- Introduction of the organisation/company
- Explanation of the company/organisation history and successes, including examples of work
- Customer needs
- Ideas that could meet customer's needs
- Outlined costs and budget proposal
- Conclusions and proposal
- Information about the customer's marketplace obtained through market research

(Any 5 × 1) (5)
[30]

QUESTION 6

6.1

PROGRESS REPORT✓

North Riding TVET College:✓
Student name: Teboho Mokeana✓
Year: 2025✓

Subjects✓	Marks OR Term 1✓
Marketing	84%
Marketing Communication	92%
Advertising and Promotions	80%
Consumer Behaviour	90%
Maths Lit	84%

Attendance:

College days: 120✓
Days at college: 95✓
Absent days: 25✓

(1 for general design of the progress report)✓ (10)

6.2
- What do I want to say?✓✓
- To whom do I want to say it?✓✓
- When?✓✓
- Where?✓✓
- How?✓✓
- With what effect?✓✓ (Any 5 × 2) (10)

6.3
- Date of receipt
- Method of receipt
- Customer name
- Summary of complaint
- Person dealing with the complaint
- Date of response (Any 5 × 1) (5)

6.4
- Sales records
- Competitors
- Marketing strategies
- Customer complaints/complements/enquiries
- Marketing research findings
- Industry reports
- Suppliers contact details (Any 5 × 1) (5)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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