higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

15 November 2024

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True		
	1.1.2	True		
	1.1.3	True		
	1.1.4	True		
	1.1.5	False		
	1.1.6	False		
	1.1.7	False		
	1.1.8	True		
	1.1.9	True		
	1.1.10	True		
			(10 × 1)	(10)
1.2	1.2.1	visualising		
	1.2.2	graphics		
	1.2.3	SMS		
	1.2.4	complaint		
	1.2.5	direct mail		
	1.2.6	planogram		
	1.2.7	objective		
	1.2.8	ethics		
	1.2.9	policy		
	1.2.10	competitive edge		
			(10 × 1)	(10)
1.3	1.3.1	H		
	1.3.2	E		
	1.3.3	A		
	1.3.4	J		
	1.3.5	B		
	1.3.6	I		
	1.3.7	C		
	1.3.8	G		
	1.3.9	F		
	1.3.10	D		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 2.1.1 A promotion is any form of communication that informs, persuades and reminds customers to buy a product or service.

Promotions include all forms of communication between the marketer and the customer. (Any 1 × 2)

2.1.2
- Advertising tells people about a product or service by using the media.
- Advertising is the process of promoting a product in the mass media.
- Advertising is nonpersonal mass presentation and promotion of ideas, goods and services by a company. (Any 1 × 2)

(2 × 2) (4)

2.2 2.2.1
- Differentiate one brand from another
- Tell customers about new products
- Give customers reasons to buy
- Remind customers to buy
- Increase product use and company sales
- Increase profit
- Increase the sales of ordinary products
- Adds image value to products that increases the price and profits

(Any 2 × 2) (4)

2.3 2.3.1
- Advertising
- Publicity
- Personal selling
- Sales promotion
- Trade promotion
- Direct marketing
- Interactive marketing
- Outdoor advertising
- Sponsorship (Any 3 × 1) (3)

2.3.2
- Advertising: Advert on TV for shampoo
- Publicity: Eskom donating to a children's charity
- Personal selling: Salesperson helping a customer in a shop
- Sales promotion: Buy one get one free
- Trade promotion: Salesperson visiting PnP to sell products
- Direct marketing: Receiving mail at the house
- Interactive marketing: SMS
- Outdoor advertising: Billboards, posters
- Sponsorship: FNB sponsoring an Olympic team (Any 3 × 1) (3)

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2.4 2.4.1
- Confidence
- Patience
- Empathy
- Enthusiasm
- Motivation
- Cooperation
- Pleasant
- Positive (Any 3 × 1) (3)

2.4.2
- Give your full attention to the speaker.
- Manage your reactions.
- Do not interrupt the customer.
- Support the person.
- Make sure your body language is positive.
- Takes notes if necessary.
- Give feedback. (Any 3 × 1) (3)

2.4.3
- Sitting or standing straight
- Smiling
- Making eye contact
- Taking notes
- Nodding the head
- Firm handshake (Any 3 × 1) (3)

2.4.4
- Plan your day by allocating time to activities.
- Do not put things off until later.
- Prepare for meetings.
- Ask for help.
- Cooperate with other departments.
- Use communication methods/tools effectively.
- Say no to unplanned or less important tasks.
- Prevent interruptions. (Any 3 × 1) (3)

2.5 2.5.1 Sexual harassment refers to displaying inappropriate sexual behaviour in the workplace towards another person, employee, employer or colleague. (Any 1 × 2) (2)

2.5.2
- Inappropriate words
- Inappropriate touching
- Invading another employee's personal/private space
- Inappropriate comments (Any 2 × 1) (2)

[30]

QUESTION 3

3.1
- Existing situation
- Target audience
- Advertising objectives
- Budget
- Media
- Tone
- Communication check
- Image check
- Target market check
- Media check (Any 5 × 1) (5)

3.2
- Pictures/Graphics/Images
- Body copy
- Slogan
- Bold letters
- Logo
- Headline/Subheadline
- Contact details
- Layout (Any 5 × 1) (5)

3.3 3.3.1
- Easy to obtain
- Suitable for a wide range of products and services
- Suitable for a wide range of the target market
- Provide a lot of information (Any 3 × 1) (3)

3.3.2
- Electronic media
- Outdoor media
- Mobile media
- Innovative media
- Television
- Radio
- Internet
- Cellphone
- SMS
- MMS (Any 4 × 1) (4)

3.4 3.4.1 Advertising that aims to change customers' perception of a product or service (2)

3.4.2
- Copywriting
- Visualising
- Layout (3)

3.4.3
- It must change the way customers think about the product.
- Must stimulate customers into thinking in a favourable way about the product.
- It should talk to customers as if they are known to the business
- It should make customers feel special in some way and suggest that they are better people because they know good quality
- It will lead customers through an appeal to a route of persuasion to a shopping behaviour.
- It should make customers motivated to buy the product.
- Liking - Knowledge of AIDA
- Preference: Knowledge of the product
- Conviction: Knowledge of target audience (Any 4 × 2) (8)

[30]

QUESTION 4

4.1
- A: Attention – It captures the attention of the consumer through creative tactics, e.g. images, headlines, colours
- I: Interest – It arouses the interest of the consumer through interesting copy and information to encourage interest
- D: Desire – Creates a desire for the product or service through images, headlines, promises
- A: Action – the advert requests a simple action, e.g. to call a number, visit a website (4 × 2) (8)

4.2 4.2.1 A target audience is a group of people that the advertiser or marketer identifies to aim advertisements at. (2)

4.2.2
- Age
- Gender
- Education
- Lifestyle
- Income
- Place
- Knowledge of the product (Any 6 × 1) (6)

4.3
- Customer enquiries
- Store visits
- Coupons/Toll-free numbers/Electronic feedback
- Reply cards
- Initial reaction
- Extended campaign testing
- Recall test
- Enquiry test
- Sales test
- Non-observable action (Any 4 × 1) (4)

4.4 4.4.1 Sales promotions are short-term incentives to sell a product. (2)

4.4.2
- Gifts: Buy one get one free
- Samples: Loyalty points
- Competitions: Buy the deal
- Prize in a box: Coupons
- Vouchers: Discounts (Any 2 × 1) (2)

4.5
- To make customers aware of new products by telling them about it.
- To encourage customers to try the new product by giving them a sample of it.
- To inform customers about new variations of old products by offering them a discount voucher for the new item.
- To encourage a short-term boost to sales by handing out discount vouchers inside the store.
- To assist the retailer by creating in-store excitement with large and exciting looking display.
- To make the company more exciting by holding a competition. (3 × 2) (6)

[30]

QUESTION 5

5.1.1 Service excellence means offering a service or a product of good quality exceeding a customer's expectations. (2)

5.1.2
- Start at the top with excellence performance.
- Develop your personal characteristics for service excellence.
- Delight/Know your customers.
- Go the extra mile.
- Think ahead to stay ahead.
- Train your brain towards excellence.
- Train your employees.
- Take responsibility.
- Hire the right people.
- Put the customer first. (Any 6 × 1) (6)

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5.1.3
- Moods of employees
- Experience of staff
- Motivation levels of staff
- Knowledge of product
- Capacity/Ability of staff
- Treatment of staff/customer
- Delivery of products or services (Any 4 × 1) (4)

5.1.4 Platinum customers buy a lot and are not too concerned about the price – they are the most profitable whereas iron customers buy in bulk and expect the best possible price – they buy mostly low profit items and also look for bargains. (2 × 2) (4)

5.2.1
- Allocation of display space
- Lighting
- Visual displays
- Ticketing
- Importance of daily housekeeping
- Attractive and innovative
- Visibility
- Accessible
- Appropriate
- Displays must be safe (Any 5 × 1) (5)

5.2.2
- Housekeeping
- Cleaning staff
- Clean rails and display areas
- Quantity of stock
- Quality
- Consistency
- Adjusting display fittings and fixtures
- Price tags/stickers and shelf pricing (Any 5 × 1) (5)

5.2
- Increases sales
- Stimulates awareness and interest
- Trials and brands loyalty
- Makes stores more exciting (Any 2 × 2) (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150