higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

19 February 2025

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True		
	1.1.2	False		
	1.1.3	True		
	1.1.4	True		
	1.1.5	False		
	1.1.6	True		
	1.1.7	False		
	1.1.8	False		
	1.1.9	True		
	1.1.10	False		
			(10 × 1)	(10)
1.2	1.2.1	Copy		
	1.2.2	Tactics		
	1.2.3	Advertising		
	1.2.4	Dialogue		
	1.2.5	Planogram		
	1.2.6	Appeal		
	1.2.7	Publicity		
	1.2.8	Service excellence		
	1.2.9	culture		
	1.2.10	Code of Conduct		
			(10 × 1)	(10)
1.3	1.3.1	C		
	1.3.2	E		
	1.3.3	I		
	1.3.4	H		
	1.3.5	J		
	1.3.6	D		
	1.3.7	G		
	1.3.8	A		
	1.3.9	F		
	1.3.10	B		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 2.1.1

- Headline
- Images
- Slogan/logo
- Call to action
- Colour (5 × 1) (5)

2.1.2

- Headline - The easy way to apply for a loan
- Images - Picture of the happy customer
- Slogan/logo - Making it easier for you
- Call to action - Capfin.co.za 087 354 0000
- Colour - Attractive colour (5 × 1) (5)

2.2

- Existing situation
- Target audience
- Advertising objectives
- Budget
- Media
- Tone
- Communication check
- Image check
- Target market check
- Media check (Any 4 × 1) (4)

2.3

- Inform
- Persuade
- Remind
- Add value
- Support other marketing efforts
- Attract attention
- Make the product stand out (Any 6 × 1) (6)

2.4

- The brief✓ – The nature of the problem or challenge
- Visualisation✓ – What the research reveals
- The copy✓ – What the solution should entail
- Advert creation✓ – Understanding the nature of the solution
- Launching the campaign✓ – The solution begins to surface
- Evaluation and feedback✓ – The idea is proposed and tested (6)

2.5
- Sound
- Sound effects
- Music
- Motion
- Stories and emotions
- Demonstration (Any 4 × 1) (4)

[30]

QUESTION 3

3.1
- Make customers aware of new products by telling them about them on radio or television
- Encourage customers to try the new product by giving them a sample of it
- Inform customers about new variations of old products by offering them a discount voucher for the new item
- Encourage a short-term boost to sales by handing out discount vouchers inside the store
- Assist the retailer by creating in-store excitement with large and exciting-looking displays
- Make the company seem more exciting by holding competitions

(3 × 2) (6)

3.2
3.2.1 Publicity – A company donates to children's charity
3.2.2 Sales promotion – Buy one get one free
3.2.3 Trade promotion – A salesperson visits PnP to sell products
3.2.4 Direct marketing – Receive mail at your house
3.2.5 Interactive marketing – SMS
3.2.6 Outdoor advertising – Billboards, posters

(6 × 1) (6)

3.3 3.3.1
- Increase sales
- Draw attention to new products
- Get consumers to try a product
- Get consumers to buy more of a product (Any 2 × 2) (4)

3.3.2 Gifts – Buy one get one free
Samples – Loyalty points
Competitions – Buy the deal
Prize in a box – Coupons
Vouchers – Exhibitions (Any relevant 4 × 1) (4)

3.4
- Give your full attention to the speaker
- Hear the customer out
- Let the person finish speaking before responding
- Ask questions to get all the facts
- Manage your reactions
- Remain calm
- Take notes
- Isolate the problem
- Never argue with a customer
- Give feedback (Any relevant 4 × 1) (4)

3.5 3.5.1
- She must evaluate the workplace when deciding what employees should wear (formal or informal)
- Employees must dress appropriately in a presentable manner

3.5.2
- Employees should work 8 hours a day or 40 hours in a week
- The time to start and to finish should be stipulated in the contract

3.5.3
- It is forbidden to smoke in an office or public place
- She must create an area for smokers

(3 × 2) (6)
[30]

QUESTION 4

4.1 A – ATTENTION✓
Capture the attention of the consumer through the use of creative tactics, for example, images, headline, colour.✓

I – INTEREST✓
Arouse the interest of the consumer through interesting copy, information provided in the advertisement to encourage our interest.✓

D – DESIRE✓
Create a desire for the product or service through images, a headline or promises.✓

A – ACTION✓
The advertisement requests a simple action, for example, to call a number or visit the website.✓ (4 × 2) (8)

4.2 4.2.1
- Gives a lot of information about the product
- Gives reasons to buy the product
- Motivates one to go and buy the product
- Talks to the target audience
- Causes change in thinking and behaviour
- Uses persuasive tactics like testimonies (Any 4 × 1) (4)

4.2.2 Psychological pricing (2)

4.2.3
- Determines if the product was not pitched at the right target market
- Checks the effectiveness of the media was used
- Assesses the message conveyed to customers
- Identifies if there was a problem with the product itself
- Checks the extent to which the product satisfied the customer's needs/expectations
- Gets input from customers on how the product can be improved

(Any 4 × 1) (4)

4.2.4
- Knowledge of product benefits
- Understand creativity
- Knowledge of target audience
- Knowledge of various media and promotional tools
- Understand the company objectives
- Understand that not all adverts are socially acceptable

(Any 4 × 1) (4)

4.2.5
- Seven-seater
- Bluetooth (2)

4.3
- Step 1 – State the objective
- Step 2 – Decide on the promotional mix
- Step 3 – Message
- Step 4 – Media to be used
- Step 5 – Design and presentation
- Step 6 – Placing the media
- Step 7 – Maintain the promotional activity

(Any 6 × 1) (6)

[30]

QUESTION 5

5.1 5.1.1
- Helps the organisation deliver service excellence to external customers
- Improves quality of work
- Allows the organisation to have a competitive edge
- Ensures that systems and procedures work efficiently
- Increases job satisfaction
- Makes work easier
- Creates happy work environment (Any 4 × 1) (4)

5.1.2
- Thank the person for reporting the problem
- Record and give information to the customer
- Help the customer understand your system
- Solve the problem as quickly as possible
- Explain any delays
- Follow up
- The customer must leave with a positive feeling (Any 5 × 1) (5)

5.1.3
- Moods
- Control
- Training
- Motivation
- Knowledge
- Capacity (Any relevant 4 × 1) (4)

5.2 5.2.1 Iron – they buy often, but mostly low profit items (2)

5.2.2 Lead – they buy less often, but want the most amount of attention and the most bargains (2)

5.3
- Start at the top
- Develop your personal characteristics
- Know your customers
- Walk the extra mile
- Think ahead to stay ahead
- Train your brain
- Train your employees
- Take responsibility
- Hire the right people (Any 5 × 1) (5)

5.4
- Date of happening or query
- Customer name and contact details
- Name of the person who handled the query
- Reason for complaint
- Record the information correctly
- Avoid jargon
- Talk with confidence
- Answer questions
- When the customer can expect an answer (Any 5 × 1) (5)

5.5
- Enterprise
- Products
- Job or task
- Work colleagues
- Superiors (Any 3 × 1) (3)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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