higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

02 December 2024

This marking guideline consists of 6 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 False
1.2 False
1.3 True
1.4 False
1.5 False
1.6 False
1.7 True
1.8 False
1.9 True
1.10 False

(10 × 1) **[10]**

QUESTION 2

2.1 E
2.2 D
2.3 B
2.4 C
2.5 G
2.6 F
2.7 H
2.8 A
2.9 K
2.10 I

(10 × 1) **[10]**

QUESTION 3

3.1 Promotions
3.2 Implement
3.3 Publicity
3.4 Strategy
3.5 Manufacture
3.6 Tactics
3.7 Objective
3.8 Opportunity
3.9 Intranet
3.10 Brand

(10 × 1) **[10]**

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 4

4.1
- ATTENTION: Heading introducing the new flavour of the product.✓✓
- INTEREST: Benefit of product OR price OR size OR any information about product.✓✓
- DESIRE: Competition MUST be mentioned.✓✓
- ACTION: Validity date OR location.✓✓
- FORMAT: Only give allocated mark if student adhered to the AIDA principle.✓✓ (5 × 2) (10)

4.2.1
- Not enough stock
- Posters may be damaged
- Details of the competition was not shared
- Staff do not know about the in-store promotion
- Promotional stand was not finished

(Any relevant problem) (5)

4.2.2
- Not enough stock – Order enough stock for the duration of the promotion.
- Posters may be damaged – Before displaying posters, check if it is in good condition.
- Details of the competition was not shared –Before the promotion starts, make sure that the details of the competition are on the advertising material.
- Staff do not know about the in-store promotion – Train staff beforehand.
- Promotional stand was not set up properly – Start setting up the promotional stand a few days before the promotion starts.

(CORRECTIVE ACTION MUST CORRESPOND WITH 4.2.1) (5)

4.3 4.3.1 Consumer promotions✓✓ (2)

4.3.2 Free samples,✓ discounts,✓ coupons,✓ raffles,✓ buy one get one free.✓ (Any FIVE relevant answers) (5)

4.4 Pull strategy,✓ Dairymaid uses advertising✓ to create desire in the customer.✓ (3 × 1) (3)

[30]

QUESTION 5

5.1 Children✓✓ (2)

5.2 5.2.1 It is a form of marketing and advertising✓ that uses the internet to promote products and services to audiences and platform users.✓ (2)

5.2.2 When a product is launched again or in a different form.✓✓ (2)

5.2.3 A form of marketing that enables businesses to collaborate with individuals✓ who have a following for increased brand exposure.✓ (2)

5.3 5.3.1 Provides pictures and sounds;✓ Has colour and movement;✓ Can be creative;✓ Viewers remember advert;✓ Large audience. (Any 4 × 1) (4)

5.3.2 Expensive;✓ Cannot target one audience;✓ Viewers can miss adverts during breaks;✓ Noise and other programmes around.✓ (4)

5.4 She is responsible for managing the people in the marketing department✓✓ by setting goals, organizing, leading and controlling the marketing process.✓✓ She is also responsible for looking at the internal and external environment,✓✓ planning a marketing strategy,✓✓ using the marketing mix and promotional mix✓✓ and seeing that plans are carried out. (Any 5 × 2) (10)

5.5 Cost;✓ Nature of product/service;✓ Public target groups;✓ Circulation.✓ (4)
[30]

QUESTION 6

6.1 By looking at the building the business looks very modern,✓✓ very technological,✓✓ corporate culture is very formal,✓✓ strict rules will apply to this corporation.✓✓ (Any 4 × 2) (8)

6.2 A code of conduct helps all employees to work together✓✓ to achieve the organisation's objectives.✓✓ The code of conduct is a guideline for employees.✓✓ It shows the standards of the organisation✓✓ and explains how the organisation wants to be seen by the public.✓✓ (5 × 2) (10)

6.3 They need to identify✓ and assess their competitors.✓ (2)

Copyright reserved

6.4



(Any FOUR subordinates) (5 × 2) (10)
[30]

QUESTION 7

7.1

- Step 1: Decide on objectives✓
  Company must check if the plan achieves the objectives✓
- Step 2: Identify the target audience✓
  A company must make sure that it identifies the correct target audience.✓
- Step 3: Decide on your communication objective✓
  Company must decide what the reason for publicity is✓
- Step 4: Decide on the message to be communicated✓
  When designing a message, the company must keep in mind that it will affect the image of the business.✓
- Step 5: Decide on a medium or media to be used✓
  Select a suitable medium or a combination of different media types.✓
- Step 6: Decide on the budget✓
  The budget will depend on the media chosen✓
- Step 7: Work out the timing✓
  Send the article to the selected media type✓
- Step 8: Evaluate the programme✓
  Look for any changes in the public's attitude towards the company or product✓

Steps MUST be in correct order. Any relevant description of each step.
(7 × 2) (14)

7.2
- Tell team members why they were chosen for the task.
- Praise members for their work.
- Listen to what team members say.
- Reply to comments that the team gives.
- Show confidence in the team members.
- Make sure the team members understand the team's goals, their roles and responsibilities. (6)

7.3 Step 1: Identify the target audience.
Step 2: Decide on the message that you want to communicate.
Step 3: Decide on the amount of money you want to spend.
Step 4: Select the promotional elements you will use.
Step 5: Implement the plan.
Step 6: Decide how results are to be measured.
(NB: Steps must be in CORRECT order) (6)

7.4 Inform;✓ Persuade;✓ Remind; To advertise. (Any 2 × 1) (2)

7.5 Press release;✓ Press conference;✓ Reports; Exhibitions and trade fairs; Publications; In-house newsletters. (Any 2 × 1) (2)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved