higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

18 February 2025

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

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

(10 × 1) **[10]**

QUESTION 3

3.1 Sample
3.2 Strategic marketing
3.3 Target market
3.4 Differentiation
3.5 Spam
3.6 Manual
3.7 Focus
3.8 Top down
3.9 Niche
3.10 Market opportunities

(10 × 1) **[10]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 4

4.1
- It is the process a company undertakes to bring its new✓
- or updated products to the market.✓ (2)

4.2
- Step 1: Identify the target audience.
  Teenagers between the age of 16–24 who have an outdoor lifestyle.✓✓
- Step 2: Decide on the message and objective that need to be communicated.
  Introducing the new product to the market.✓✓
- Step 3: Decide on the budget.
  In-store posters – R500 000 for 500 posters✓
  Brochures – R200 000 for 100 brochures✓
- Step 4: Select the promotional elements to be used.
  In-store posters, brochures, online✓✓
- Step 5: Implement the plan.
  Train staff to make the plan successful.✓✓
- Step 6: Decide how the results will be measured.
  In-store traffic and customer online orders✓✓

(NOTE: No marks to be given for steps, only relevant application of the steps.)
(6 × 2) (12)

4.3 4.3.1 New media✓✓ (1 × 2) (2)

4.3.2
- Can be creative✓
- Low cost✓
- User chooses product information✓
- Can sell directly to customer✓
- Can move around the website✓ (5)

4.3.3
- Only for computer or cellphone users✓
- Difficult to keep users interested✓
- Difficult to measure results✓ (3)

4.4
- Semiformal, jeans✓✓
- Tekkies✓✓
- Company golf shirts✓✓ (Any relevant response) (Any 3 × 2) (6)

[30]

QUESTION 5

5.1 STEP 1: Identify the target market.

- Households interested in buying a television✓✓

STEP 2: Decide on the message that you want to communicate.

- Objective – to increase the sales of the product by 20%✓✓

STEP 3: Decide on the amount of money you want to spend.

- R500 000 for 3 months✓✓ OR
- R200 000 for month 1, R200 000 for month 2, R100 000 for month 3

STEP 4: Select the promotional elements you will use.

- Pamphlets inserted into newspapers, in-store posters✓✓

STEP 5: Implement the plan.

- Validity date: 25/10/25 till 24/12/2025✓✓ OR
- Train staff by providing a training manual

STEP 6: Decide how the results would be measured.

- Check if the 20% sales increase was reached (STEP 2) ✓✓

(Any relevant answers. STEP 2 and STEP 6 MUST CORRESPOND.)
(Any 6 × 2) (12)

5.2

- Merchandise required✓ – Samsung television.✓
- Promotional material required✓ – Pamphlets and posters.✓
- Importance of time frame✓ – Posters have to be displayed on 25/10/25.✓
- Implementing the plan✓ – keep to the time frames and budget.✓
- Training the staff – Staff will receive a training manual.
  (This answer MUST match with the answer to QUESTION 5.1) (Any 4 × 2) (8)

5.3

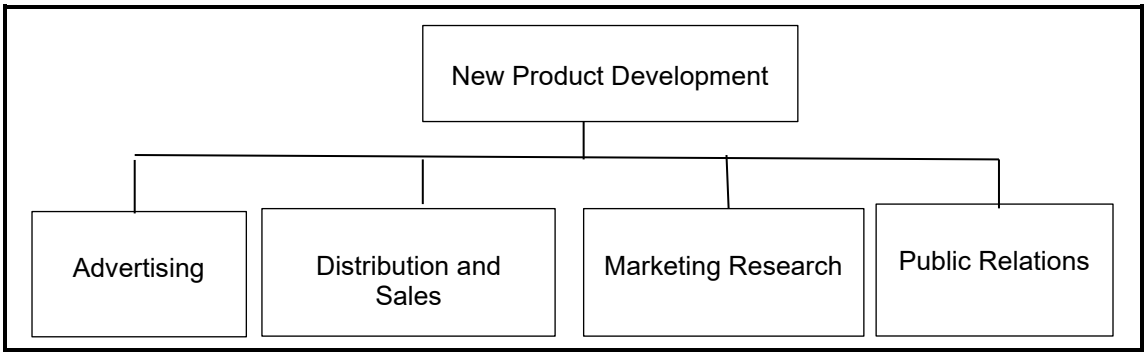
- Checking levels of merchandise✓
  Make sure you have enough stock of the products that are on promotion.✓
- Checking quality of promotional material✓
  Make sure promotional materials are neat, not bent, hanging in the correct position.✓
- Identifying promotional problems✓
  Problems can be posters being damaged or stock not being delivered on time. Look out for any problems during the promotion.✓
- Taking corrective action✓
  Once a problem has been identified, take immediate action to solve it.✓
  (4 × 2) (8)

5.4 Selective distribution✓✓ (1 × 2) (2)

[30]

QUESTION 6

6.1



(Allocate marks for any FIVE departments) (5 × 2) (10)

6.2
- Unresolved conflict✓ – conflict can stop people from doing their work properly if no solution is found.✓
- Lack of communication✓ – If team members are not told what to do, they will not be able to do their job properly.✓
- Lack of goals✓ – A team cannot work efficiently if team members do not know the goal towards which they are working.✓
- Lack of leadership✓ – The team leader should support and help team members.✓ (4 × 2) (8)

6.3 6.3.1 Follow-up✓✓ (1 × 2) (2)

6.3.2
- The purpose is to make sure that the customer is satisfied✓✓
- and to encourage the customer to buy more products and to remain loyal.✓✓
- Follow-up includes arranging delivery of the product and arranging payments.✓✓
- The sales person should arrange to visit the customer to make sure the product is working properly.✓✓
- The salesperson should also remind the customer when the product has to be serviced and what to do if the product needs to be repaired.✓✓ (5 × 2) (10)

[30]

QUESTION 7

7.1 7.1.1 Integration is when different departments in a business cooperate✓ and work together.✓ (2)

7.1.2
- The accounts executive gives changes from the client to the art department.✓✓
- The art department works with the media to book the adverts.✓✓
- The research department gives information to the purchasing department.✓✓
- The production department liaises with the accounting department about the finances.✓✓
- The accounts supervisor works with the personnel team to get qualified candidates.✓✓

(Any relevant examples from the organogram showing different departments working together) (Any 5 × 2) (10)

7.1.3
- Identify key elements of the competitors' strategies.
- Identify the companies' objectives.
- Find out how the companies use their resources.
- Find out how the companies use their marketing mix.
- Identify the companies' strengths and weaknesses. (5)

7.1.4 They should look for information about their:
- Competitors✓
- Consumers✓
- Consumers' needs✓ (3)

7.2
- Create awareness✓ – Make the target audience aware of your new product/service.✓
- Inform the market✓ – Provide information about your product, showing how different and unique it is from those of the competition.✓
- Create desire✓ –The public should feel good about your product and should think about buying it.✓
- Encourage people to buy the product✓ – Encourage people to buy your product, using your sales promotion techniques.✓
- Build loyalty✓ – Make sure that customers will buy your product again and again.✓ (5 × 2) (10)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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