higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

10 November 2022

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10)]**

QUESTION 2

2.1 Promotional mix
2.2 Colour
2.3 diversity
2.4 AIDA
2.5 Non-verbal
2.6 Productivity
2.7 Competitive edge
2.8 Sales promotion
2.9 Creativity
2.10 Advertising

(10 × 1) **[10]**

3.1 I
3.2 A
3.3 D
3.4 F
3.5 G
3.6 C
3.7 E
3.8 K
3.9 B
3.10 H

(10 × 1) **[10]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 4

4.1 4.1.1 A – Attention
I – Interest
D – Desire
A – Action (4)

4.1.2 A – ATTENTION✓
- Capture the attention of the consumer through the use of creative tactics, for example, image of the car, headline✓

I – INTEREST✓
- Arouse the interest of the consumer through interesting copy, information provided in the advertisement to encourage our interest
- For example, best 'green' car, best interior✓

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

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

4.2 4.2.1
- Call the toll-free number.
- Visit the nearest branch/dealer. (2 × 2) (4)

4.2.2
- Gives an indication whether the advertising was successful or not
- Check whether the audience has understood the message
- To implement corrective measures, if needed
- It is a way of monitoring how the message was received.

(Any other relevant answer 2 × 1) (2)

4.3 The following characteristics should be considered when identifying the target audience:
- Age and gender
- Education, lifestyle and income
- Knowledge of the product (3 × 2) (6)

4.4 4.4.1 Advertising: This can be an advertisement placed in a newspaper, on TV or radio.✓✓
Example: an advertisement on TV for shampoo✓ (2 + 1) (3)

4.4.2 Personal selling – is face-to-face communication between a salesperson and customer for the purpose of making sales✓✓
Example: Car dealer talks to the customer✓ (2 + 1) (3)

[30]

QUESTION 5

5.1
- Celebrity endorsement: ✓
- When a celebrity is used to advertise a product✓✓ (1 + 2) (3)

Also accept: Endorsement, testimonials, beautiful people

5.2
- Emotive appeal
- Colour
- Promises
- Reminders/Repetition
- Benefits
- Slice of life
- Added value
- Simple solutions
- Making the product easy to buy
- Humour/Flattery (Any other relevant answer 3 × 1) (3)

5.3 5.3.1
- Sales promotions are short-term incentives to sell a product.
- It is a controlled and intended promotional effort to promote a company's product.
- It is a visible way to get attention for products. (3)

5.3.2
- Electronic media
- Outdoor media
- Mobile media
- Innovative media
- Television
- Radio, internet
- Cell phone
- SMS
- MMS (Any other relevant answer 4 × 1) (4)

5.4 5.4.1
- Attractive and innovative
- Visibility
- Accessible
- Displays must be appropriate.
- Displays must be safe. (Any other relevant answer 5 × 1) (4)

5.4.2
- A planogram is a written and photographed description of what the shelf or display will look like.
- A planogram is a diagram of fixtures, shelves and products

(Any other relevant answer 1 × 2) (2)

5.4.3
- Designed to attract attention
- Designed to increase sales
- Makes customers aware of discounts.
- Ticketing
- Store seems more exciting (Any other relevant answer 3 × 1) (3)

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5.5
- Be ready to help
- Be honest
- Share information
- Be sensitive to differences between people
- Willing to listen (Any other relevant answer 3 × 1) (3)

5.6

POSITIVE BODY LANGUAGE	NEGATIVE BODY LANGUAGE
• Sitting or standing straight • Smiling • Making eye contact • Taking notes • Nodding the head • Firm handshake	• Head down • Shoulders drooping • Looking down • Not paying attention • Looking outside • Weak handshake

(Any other relevant answer 2 + 2) (4)
[30]

QUESTION 6

6.1
- Relevant
- Imaginative
- Original
- Purpose
- Persuasive message
- Convinces the target market to take action
- Understandable
- It is different and stands out. (Any other relevant answer 4 × 1) (4)

6.2.1 Outdoor advertisement✓✓ [Accept – BILLBOARDS] (2)

6.2.2
- Short, powerful messages
- Keep it interesting
- Words/text must be large and easy to read
- Be bold with colour and visuals
- Pictures/Graphics
- Movement (Any other relevant answer 4 × 1) (4)

6.2.3
- Outdoor advertising is relatively inexpensive.
- It reaches a large section of the population.
- Messages are positioned in the immediate area of the target market.
- Offers high visibility.
- It is large, colourful and eye-catching. (Any other relevant answer 2 × 2) (4)

6.3 6.3.1
- Inform
- Persuade
- Remind (3)

6.3.2
- Internet
- SMS
- MMS
- E-mail (Any 3 × 1) (3)

6.4 6.4.1
- Resist the usual
- Execution
- Brand image
- Unique selling proposition
- Common touch
- Emotion
- Confidence
- Position
- Lateral thinking (Any 4 × 1) (4)

6.5 Consumer factor✓
- The consumer is the person who buys the product, so you need to first consider the personal factors that affect how a consumer chooses a product and the promotional activity they are exposed to.✓

Product factor✓
- The product being marketed will influence the promotional mix.✓

Budget factor✓
- How much money is available in the budget will determine which promotional mix to use.✓ (Any other relevant answer 3 × 2) (6)

[30]

QUESTION 7

7.1 7.1.1 Internal customers ✓
- Are the people within the organisation, they work for the organisation✓✓

External customer✓
- Are essentially the general public, individuals, businesses, etc✓✓ (Any other relevant answer 3 × 2) (6)

7.1.2 External customer✓ is the lifeblood of any organisation. They buy the products and services of the organisation.✓✓ (3)

7.2 7.2.1
- Date of happening or query
- Customer name and contact details
- Department or place of query
- Name of the person who took the query
- Name of the person able to handle/solve the query
- Feedback regarding the query (4)

7.2.2
- Be courteous, polite and show respect.
- Give prompt attention.
- Display a positive attitude.
- Display friendly behaviour. (Any 3 × 1) (3)

7.3 7.3.1
- Moods
- Control
- Training
- Motivation
- Knowledge
- Capacity (Any 4 × 1) (4)

7.3.2
- Facial expressions
- Hand movements
- Body language
- Walking
- Pacing
- Fingers tapping (Any 4 × 1) (4)

7.4
- 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 3 × 2) (6)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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