higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

(3041012)

10 November 2022 (Y-paper)
13:00–16:00

This question paper consists of 9 pages.

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TIME: 3 HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 Displaying the correct behaviour, attitude and dress at work is an example of professionalism.

1.2 The promotional display is assembled according to the planogram.

1.3 Using a price marking of 99c instead of R1 is known as economy pricing.

1.4 External customers are people within the organisation.

1.5 Questionnaires communicate the benefits of products to customers.

1.6 AIDA is only a guide for creating good advertising.

1.7 Persuasive advertising does not cause any change in the way we think or behave.

1.8 Not all forms of promotion are necessarily good for the customer.

1.9 In advertising, it is important to approach the creative task from different perspectives.

1.10 The choice of tactic will depend on the media used for advertising.

(10 × 1) **[10]**

QUESTION 2

Complete the following sentences by choosing the word or words from the list below. Write only the answer next to the question number (2.1–2.10) in the ANSWER BOOK.

productivity; AIDA; professionalism; non-verbal; sales promotion; colour, diversity, competitive edge; creativity; advertising; promotional mix

2.1 … is the way promotional tools are combined to increase consumer awareness.

2.2 … is a technique that can be used in persuasive advertising.

2.3 Ethical … means that people's values and ethics are not the same.

2.4 … is the principle according to which advertisements can be designed.

2.5 Body language is an example of a/an … communication clue that is sent to the customer.

2.6 … is the ability to do more with less time and effort.

2.7 … refers to an organisation's ability to compete well through excellent customer service.

2.8 … is carried out for a limited period in order to increase the sales of a product.

2.9 … can be seen in advertising, arts, fashion and exhibitions.

2.10 … is the most expensive form of communication with the customer.

(10 × 1) **[10]**

QUESTION 3

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–K) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Banners, billboards, signs	A	internal customers
3.2	Departments or branches of an organisation	B	slogan
3.3	Refers to how you sit, stand or walk	C	mass media
3.4	McDonald's attaches a toy with the children's meal	D	posture
3.5	Comments and suggestions that the customer gives about the advertisement or product	E	personal selling
3.6	Radio, television, newspaper and magazine	F	cooperative marketing
3.7	Face-to-face communication between a salesperson and a customer	G	feedback
3.8	'Buy now and save big'	H	customers
3.9	The catchy saying at the end of the advertisement	I	outdoor advertising
3.10	The person who buys and uses the products and services	J	creativity
		K	headline

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Study the advertisement below and then answer the questions.



[Source: *https://www.bing.com/images/search?view*]

4.1 The above advertisement makes use of the AIDA principle.

4.1.1 What does the acronym AIDA stand for? (4)

4.1.2 Describe how the above advertisement makes use of the AIDA principle. (4 × 2) (8)

4.2 Feedback allows us to check whether the audience has understood our message.

4.2.1 Identify TWO ways that the above advertisement provides for feedback. (2 × 2) (4)

4.2.2 Briefly explain why you think that feedback is important to the business. (2 × 1) (2)

4.3 List THREE characteristics of the target audience that should be considered when designing an advertisement. (3 × 2) (6)

4.4 Discuss the following promotional mix elements and give an example of each:

4.4.1 Advertising (2 + 1) (3)

4.4.2 Personal selling (2 + 1) (3)

[30]

QUESTION 5

Study the advertisement below and answer the questions.



[Source: *https://www.bing.com/images/search?view*]

5.1 Identify and explain the persuasive tactic used in the above advertisement. (1 + 2) (3)

5.2 State THREE other persuasive tactics that can be used to convince customers to buy products. (3)

5.3 Sales promotions use messages and media as part of their promotional strategy.

5.3.1 In your own words, explain what you understand by the term *sales promotion.* (3)

5.3.2 Suggest FOUR types of media that can be used to inform customers. (4)

5.4 Different stores and different companies use different methods or techniques of displays.

5.4.1 List FIVE factors to consider when building displays. (5)

5.4.2 What is a planogram? (2)

5.4.3 List THREE reasons why you would utilise a planogram. (3)

5.5 Name THREE ways a salesperson can maintain a positive attitude at work. (3)

5.6 Give TWO examples each of positive and negative body language that may be displayed by a salesperson. (2 + 2) (4)

[30]

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QUESTION 6

Study the advertisement below and then answer the questions.



[Source: https://www.bing.com/images/search?view]

6.1 Identify at least FOUR features from the advertisement above that makes it creative. (4)

6.2 All advertising is about creativity. This is evident in the advertisements using various media to communicate a message.

6.2.1 Identify the type of medium used in the above advertisement. (2)

6.2.2 List FOUR tactics that are applicable to the type of medium in QUESTION 6.2.1. (4)

6.2.3 Discuss FOUR advantages of the type of medium identified in QUESTION 6.2.1. (4)

6.3 In advertising we work with a purpose and direct our creativity to achieve certain goals.

6.3.1 Name the THREE main goals of advertising. (3)

6.3.2 Name THREE tactics applicable to 21st century media. (3)

6.4 In advertising it is important to approach the creative task from different perspectives.

6.4.1 List any FOUR different perspectives of creativity. (4)

6.5 The development of a promotional strategy depends on THREE main factors.

Name and briefly explain these THREE factors. (3 × 2) (6)

[30]

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QUESTION 7

Study the information below and answer the questions.

A customer, Mr Bam, has come to customer service of your organisation.
He explains that, for the last two months, he has paid his account via an electronic transfer from his bank account.
He has received an urgent letter requesting him to pay the outstanding account that is now in arrears.
Mr Bam insists that the problem is with the company and that the payment has gone through.

[Source: *Adapted from Advertising & Promotions FET college series*]

7.1 In any organisation, there are TWO types of customers.

7.1.1 Name and give a brief description of these TWO types of customers. (3 × 2) (6)

7.1.2 In your opinion, what type of customer is Mr Bam? Give reasons for your answer. (1 + 2) (3)

7.2 Communicating with customers convincingly and sincerely requires exercising all your communication skills.

7.2.1 List FOUR basic types of customer information that you must record in the complaint form. (4)

7.2.2 Give THREE ways in which you can respond to customer needs. (3)

7.3 Service is any interaction between two people; therefore, interaction can be difficult because of this personal nature.

7.3.1 List FOUR factors that will affect service delivery. (4)

7.3.2 Outline FOUR ways you can spot an unhappy customer. (4)

7.4 The best communicators are not people who are good at talking, but people who are good at listening.

State THREE ways in which you can demonstrate your listening skills. (3 × 2) (6)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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