higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

21 November 2023

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	visualising		
	1.1.2	target audience		
	1.1.3	personal selling		
	1.1.4	mass media		
	1.1.5	persuasion		
	1.1.6	AIDA		
	1.1.7	dress code		
	1.1.8	productivity		
	1.1.9	internal		
	1.1.10	nonverbal		
			(10 × 1)	(10)
1.2	1.2.1	E		
	1.2.2	G		
	1.2.3	D		
	1.2.4	A		
	1.2.5	C		
	1.2.6	I		
	1.2.7	F		
	1.2.8	B		
	1.2.9	J		
	1.2.10	H		
			(10 × 1)	(10)
1.3	1.3.1	False		
	1.3.2	True		
	1.3.3	False		
	1.3.4	True		
	1.3.5	True		
	1.3.6	False		
	1.3.7	True		
	1.3.8	False		
	1.3.9	True		
	1.3.10	True		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 2.1.1 Outdoor media/Billboard: Any advertising in any place that is not covered by a roof

OR

A billboard is a very large outdoor advertisement. (Any 1 + 1) (2)

2.1.2 Promotion can be described as any form of communication that can be used to inform, persuade and remind customers to buy a product or service.

OR

Promotion includes all forms of communication between the marketer and the customer. (Any relevant 1 × 2) (2)

2.1.3
- Big pictures/High-impact images
- Text/Words large and easy to read
- Movement
- Bold colours, lettering and visuals
- Short, powerful messages
- High visibility (Any 3 × 2) (6)

2.1.4

ADVANTAGES	DISADVANTAGES
• Reaches a large section of the population✓ • Messages positioned in the immediate area of the target market✓	• Passers-by have a very short time to view the message.✓ • Restrictions regarding the positioning of billboards✓

(2 + 1) (3)

2.2
- Gifts
- Samples
- Competitions
- Prize in a box
- Vouchers
- Buy one get one free
- Loyalty points
- Deals
- Coupons
- Exhibitions (Any 4 × 1) (4)

2.3
- Attention/Awareness
- Interest
- Desire
- Action (Any 4 × 1) (4)

2.4 2.4.1 The message is simple but conveyed very well.

2.4.2 It is relevant to the Covid situation.

2.4.3 It is a very strong, simple message.

(3 × 2) (6)

2.5
- Consumer factors
- Product factors
- Budget factors (Any relevant 3 × 1) (3)

[30]

QUESTION 3

3.1 3.1.1 A promotional strategy is a careful plan that sets out what the marketing manager wants to achieve.

OR

A promotional strategy spells out the approach you will use to communicate directly or indirectly with the customer. (2)

3.1.2
- Increased sales
- New product acceptance
- Creation of brand equity
- Positioning
- Competitiveness
- Corporate image
- Make aware of new products
- Persuade to try new products
- Inform about new variations of old products
- Encouraging sales
- In-store excitement
- Improving company image (Any 4 × 1) (4)

3.2 3.2.1
- Attracts attention
- Increases sales
- Creates more interest from the customer
- Ticketing (Any 3 × 2) (6)

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3.2.2
- Allocation of display space
- Importance of lighting
- Visual displays
- Importance of ticketing
- Importance of daily housekeeping
- Attractive and innovative
- Visible
- Accessible
- Appropriate
- Safe (Any 3 × 2) (6)

3.2.3
- End-of-aisle displays
- Front-of-store displays
- In-aisle displays
- Shelf-talkers
- Rails
- Bins and baskets
- Demonstrations
- Point-of-sale displays
- Windows (Any 4 × 1) (4)

3.3
- 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 5 × 1) (5)

3.4
- Premium pricing
- Penetration pricing
- Economy pricing
- Price skimming (Any 3 × 1) (3)

[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 interest.✓
- D: Desire✓
  Create a desire for the product or service through images, headline or promises.✓
- A: Action✓
  The advertisement requests a simple action, e.g. to call a number or visit a website.✓ (4 × 2) (8)

4.2 4.2.1
- Knowledge of target audience
- Knowledge of product
- Understanding the purpose of the advertisement
- Objectives
- Product
- Target market (Any 3 × 2) (6)

4.2.2
- Symbols
- Fear
- Humour
- Testimonials
- Repetition
- Strength
- Flattery (Any relevant 4 × 1) (4)

4.2.3
- Inform
- Persuade
- Remind (3)

4.3
- Book an appointment now
- Helpline 123-456-789
- Website (3)

4.4
- Copywriting, which is made up of copy research, copy structure, copy style
- Visualising, which refers to the images in the advertisements
- Layout, which refers to arranging the various copy elements effectively in the advertisement (3 × 2) (6)

[30]

QUESTION 5

5.1
- Start at the top.
- Develop your personal characteristics.
- Delight/Know your customers.
- Go the extra mile.
- Think ahead to stay ahead.
- Train your brain.
- Train your employees.
- Take responsibility.
- Hire the right people.
- Put the customer in control. (Any relevant 3 × 1) (3)

5.2 Internal customers work for the organisation, e.g. employees, departments, branches. External customers are essentially the general public, e.g. individuals, other businesses, NGOs. (Any relevant examples) (2 × 2) (4)

5.3
- Thank the person for stating the problem.
- Record and give information to the customer.
- Help the customer understand the system.
- Solve the problem as quickly as possible.
- Explain any delays.
- Follow-up within agreed time frames.
- The customer must leave with a positive feeling. (Any 4 × 2) (8)

5.4
- Date of event 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 or solve the query
- Feedback regarding the query (Any 3 × 2) (6)

5.5
- Face
- Hands
- Body language
- Walking
- Pacing
- Fingers tapping (Any 3 × 1) (3)

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5.6
- Work smart.
- Do things right the first time.
- Build reputation on integrity, quality and value.
- Improve on your best.
- Be creative.
- Listen and respond to customer needs.
- Plan for success.
- Think before you act.
- Be punctual at work/meetings.
- Respect people and property.

(Any relevant 3 × 2) (6)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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