higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

(3041012)

21 November 2023 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
ADVERTISING AND PROMOTIONS
NQF LEVEL 2
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 question on a new page.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

target audience; productivity; mass media; internal; nonverbal; AIDA; visualising; personal selling; persuasion; dress code

1.1.1 … is imagining what the whole advert will look like.

1.1.2 The … is the group of people an advert is aimed at.

1.1.3 … is face-to-face communication between a salesperson and a customer.

1.1.4 … refers to communication to large numbers of people.

1.1.5 … is any instance in which an active attempt is made to change a person's mind.

1.1.6 … is a guide for creating good advertising.

1.1.7 A/An … helps everyone in the office to know what clothing etiquette should be followed.

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

1.1.9 … customers work for the organisation.

1.1.10 … communication has a much bigger impact on the communication process than words.

(10 × 1) (10)

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1.2 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Economy pricing	A	short-term activities designed to encourage immediate purchase
1.2.2	Planogram	B	Eskom donating R100 000 to charity
1.2.3	Ticketing	C	various tools to communicate to and persuade customers
1.2.4	Sales promotion	D	purpose is to draw attention to the price
1.2.5	Promotional mix	E	cost of marketing and manufacture kept at a minimum
1.2.6	Media	F	buy now and save
1.2.7	Action	G	visual representation of a display
1.2.8	Sponsorship	H	set of rules, laws or principles that tell people how to behave
1.2.9	Competitive edge	I	where you want to place the advertisement, e.g. radio or TV
1.2.10	Code of conduct	J	organisation's ability to compete well and stand out amongst its competitors

(10 × 1) (10)

1.3 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

1.3.1 Advertising can expand the market and decrease sales.

1.3.2 A questionnaire is a tool used to collect information from the public.

1.3.3 A slogan is the emblem or trademark of an organisation.

1.3.4 Knowledge of the target audience is necessary for persuasive advertising.

1.3.5 Inappropriate dress gives the image of not being able to perform adequately on the job.

1.3.6 It is not necessary for employers to support, train and motivate their employees to improve their performance.

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1.3.7 It is essential to interpret and understand body language in the workplace.

1.3.8 Customers do not expect an after-sales service to be efficient.

1.3.9 All businesses experience some level of dissatisfaction when dealing with customers.

1.3.10 Every organisation needs a procedure for resolving customer complaints.

(10 × 1) (10)
[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1



[Source: *Google Images*]

2.1.1 Identify and describe the type of promotional media used in the advertisement shown above. (1 + 1) (2)

2.1.2 Define the term *promotion*. (2)

2.1.3 Identify THREE creative tactics applicable to the media shown above. (3 × 2) (6)

2.1.4 Give TWO advantages and ONE disadvantage of the media shown above. (2 + 1) (3)

2.2 List FOUR promotional tools that an advertiser can use. (4)

2.3 The above advertisement was designed using the AIDA principle.

What does the acronym AIDA stand for? (4)

2.4 How does the advertisement shown on the previous page meet each of the following criteria?

2.4.1 Original

2.4.2 Appropriate

2.4.3 Easy to understand

(3 × 2) (6)

2.5 Name THREE factors to consider when developing a promotional mix. (3)

[30]

QUESTION 3



[Source: *Google Images*]

3.1 3.1.1 Define the term *promotional strategy*. (2)

3.1.2 List FOUR objectives of a promotional strategy. (4)

3.2 A display is one of the most important forms of sales promotion in retail outlets.

3.2.1 How does a *promotional display* differ from a *regular display*?

(3 × 2) (6)

3.2.2 List THREE factors to consider when assembling a promotional display. (3 × 2) (6)

3.2.3 Name FOUR types or techniques of displays that can be used in a promotional strategy. (4)

3.3 List FIVE tips to be a good listener. (5)

3.4 Name THREE regular pricing policies or strategies. (3)

[30]

QUESTION 4



[Source: *Google Images*]

4.1 Explain the importance of the AIDA principle for the success of the advertisement shown above. (4 × 2) (8)

4.2 One of the requirements for persuasive advertising is knowledge of the AIDA principle.

4.2.1 Name THREE other basic requirements for persuasive advertising. (3 × 2) (6)

4.2.2 List FOUR instruments of persuasive advertising. (4)

4.2.3 List THREE basic promotion communication objectives. (3)

4.3 Identify THREE ways in which feedback can be given about the advertisement shown above. (3)

4.4 Name and explain the THREE important elements that must be present when designing an advertisement. (3 × 2) (6)

[30]

QUESTION 5



[Source: *Google Images*]

5.1	State THREE guidelines to achieve good customer service.		(3)
5.2	Differentiate between *internal customers* and *external customers* and give ONE example of each.	(2 + 2)	(4)
5.3	How can an interaction with customers be finalised and closed?	(4 × 2)	(8)
5.4	List THREE types of basic customer information that must be recorded when dealing with complaints.	(3 × 2)	(6)
5.5	Give THREE nonverbal clues to spot a dissatisfied customer.		(3)
5.6	List THREE good work practices that will enhance good customer service.	(3 × 2)	(6)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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