higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

7 November 2022

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True
	1.1.2	True
	1.1.3	False
	1.1.4	True
	1.1.5	True
	1.1.6	False
	1.1.7	True
	1.1.8	True
	1.1.9	False
	1.1.10	True
	1.1.11	False
	1.1.12	True
	1.1.13	True
	1.1.14	False
	1.1.15	True

(15 × 1) (15)

1.2	1.2.1	E
	1.2.2	J
	1.2.3	I
	1.2.4	G
	1.2.5	B
	1.2.6	F
	1.2.7	C
	1.2.8	H
	1.2.9	A
	1.2.10	D
	1.2.11	M
	1.2.12	N
	1.2.13	O
	1.2.14	L
	1.2.15	K

(15 × 1) (15)
[30]

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

2.1 Verbal communication involves the use of words in speaking, writing, reading and listening,✓✓ while nonverbal communication involves communicating by means of any method other than the spoken or written word.✓✓ (2 × 2) (4)

2.2
- Eye contact
- Haptics
- Body language
- Facial expression
- Gesture
- Posture (Any 4 × 1) (4)

2.3
- First impression
- Questioning feedback
- Interpersonal skills
- Voice
- Listening and observing (5 × 1) (5)

2.4
- Identification of the target market
- Basic problem or issue must be identified
- Major selling idea or key benefit to be communicated
- Any supportive information that is required to be included (4 × 1) (4)

2.5
- Advertising
- Sales promotion
- Personal selling
- Publicity
- Public relations
- Direct marketing (Any 5 × 1) (5)

2.6
- Target market
- Nature of product or service
- Funds available
- Style of approach (4 × 1) (4)

2.7
- Product
- Price
- Promotion
- Place
- People (4 × 1) (4)

[30]

QUESTION 3

3.1 It is a method of generating ideas and sharing knowledge to solve a particular commercial or technical problem, in which participants are encouraged to think without interruption.✓✓ (2)

3.2
- No criticism is allowed.
- Work for quality.
- Freewheeling is encouraged. (Any relevant 3 × 1) (3)

3.3
- Remember the customer's name.
- Show interest and listen to what they say.
- Be patient and tolerant.
- Do not interrupt the customer.
- Do not give the impression that you are busy with other customers.
- Use positive words.
- Be friendly and helpful and have a pleasant tone of voice.

(Any relevant 7 × 1) (7)

3.4
- To reach large geographically dispersed audiences
- To introduce a new product
- To allow for advertised goods to be perceived by customers as more legitimate
- To dramatise the company and the brand
- To build brand image
- To stimulate short-term sales
- To allow for impersonal one-way communication (Any relevant 7 × 1) (7)

3.5
- The opening
- The body
- The close (Any relevant 2 × 1) (2)

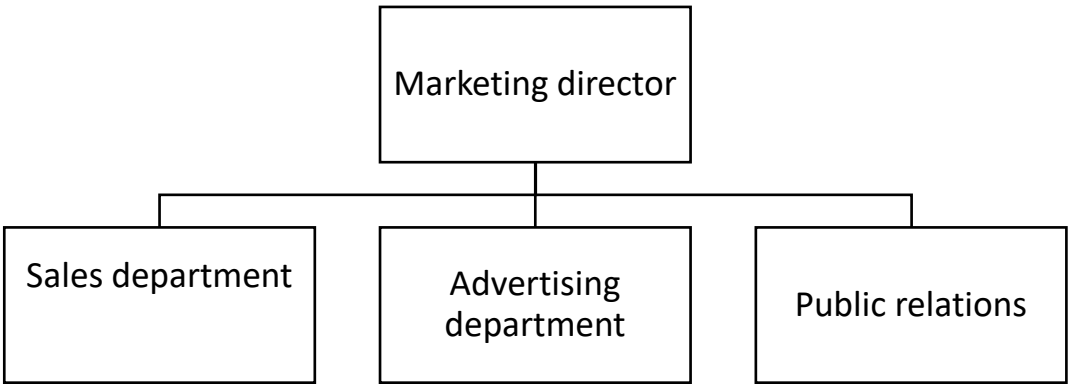
3.6
- To inform existing and potential customers about a product or service
- To persuade customers to buy a product or service
- To activate customers to buy
- To remind customers where to buy the product (Any relevent 4 × 1) (4)

3.7
- Questionnaire
- Mechanical/Electronic equipment
- Counting instruments
- Observation
- Survey/Mail survey
- Focus groups/Interviews/Telephone interviews
- Experimentation (Any 5 × 1) (5)

[30]

QUESTION 4

4.1



Mark allocation: Each component should be one mark (✓)
Two (✓✓) marks for drawing the structure (6)

4.2
- Oral communication techniques
- Written communication techniques
- Nonverbal communication techniques
- Effective and successful listening (4 × 1) (4)

4.3 4.3.1
- Give the customer an opportunity to vent their frustrations.
- Do not interrupt.
- Listen carefully to the complaint.
- Do not argue or give your opinion.
- Realise that the customer's anger is not focused on you personally.
- Do not get emotionally involved.
- Show sympathy with the customer's complaint.
- Assure the customer that you understand them.

(Any relevant 5 × 2) (10)

4.3.2
- There should be enough products in the warehouse to meet customers' demand.
- The products must meet the high-quality standard.
- A variety of products should be available to customers to choose from.
- Customers must have access to free demonstrations of products.
- The price of the product must compare well with the price that competitors offer. (5 × 2) (10)

[30]

QUESTION 5

5.1 Cell phone (1)

5.2 MTN (1)

5.3
- Pay less on a monthly basis
- Connectivity
- Easy communication
- Camera
- GPS location
- Free Oppo Enco earbuds (Any relevant 4 × 1) (4)

5.4 OPPO Reno7 (1)

5.5
- Printed media,✓ for example wall painting, billboards and newspapers✓
- Skywriting,✓ for example an aeroplane with letters or words bellowing out into the sky✓
- Audio and visual media,✓ for example radio, television and internet✓
- Digital media,✓ for example electronic boards✓ (Any relevant 4 × 2) (8)

5.6
- Promoting image
- Providing information
- Creating, increasing and stabilising demand
- Lead generation
- Motivating staff
- Customer retention and loyalty (Any relevant 5 × 1) (5)

5.7
- Needs✓ – things that you must have✓
- Wants✓ – things that you would like, but which are really not necessary✓
- Desires✓ – things that you daydream about✓
- Fear✓ – things that we do not want to happen✓ (4 × 2) (8)

5.8
- PowerPoint presentations (presentation software)
- Computer simulation
- Computer and video games (Any 2 × 1) (2)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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