higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

16 November 2023

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 True
1.2 False
1.3 True
1.4 True
1.5 True
1.6 True
1.7 False
1.8 True
1.9 False
1.10 True
1.11 True
1.12 True
1.13 True
1.14 False
1.15 True

(15 × 1) **[15]**

QUESTION 2

2.1 L
2.2 D
2.3 J
2.4 I
2.5 H
2.6 G
2.7 C
2.8 N
2.9 K
2.10 0
2.11 A
2.12 E
2.13 B
2.14 F
2.15 M

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 3.1.1 Verbal communication involves the use of words when speaking, writing, reading and listening.

3.1.2 Non-verbal communication refers to body language and generally includes posture, touching, personal appearance and eye contact.

(2 × 2) (4)

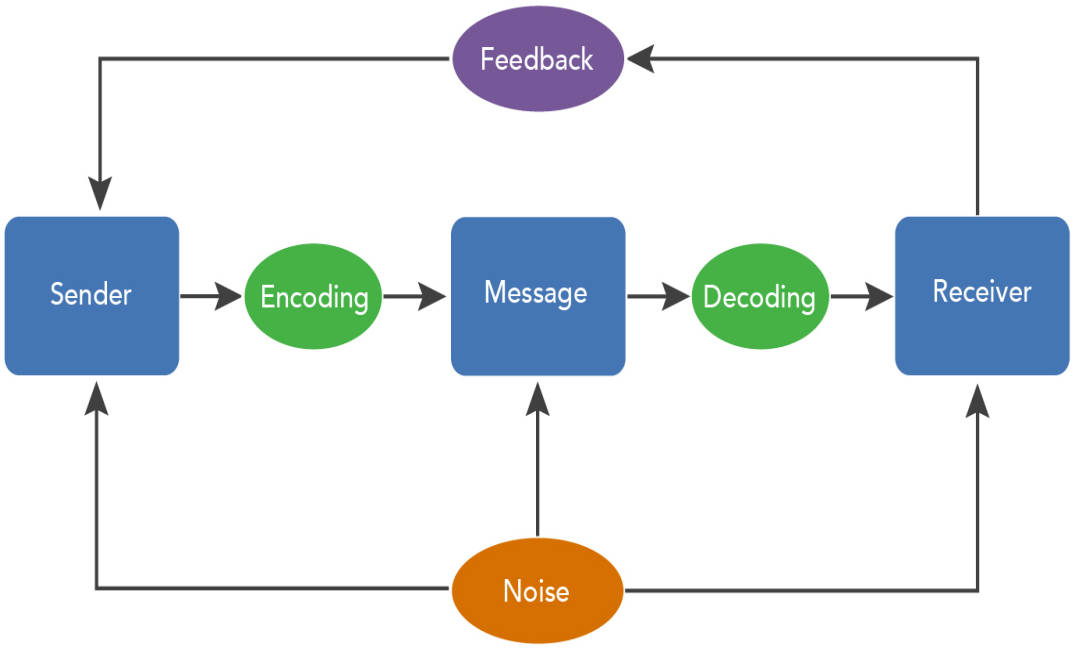
3.2
- Individualism
- Formality
- Communication style
- Time

(Any 2 × 1) (2)

3.3
- Physical barrier
- Physiological barrier
- Semantic barrier
- Psychological barrier
- Perceptual barrier
- Intercultural barrier
- Gatekeeping

(Any 4 × 1) (4)

3.4 Diagram of the communication model:



[*https://pdfeducation.com/stages-of-the-communication-process/*]

NOTE:
ONE mark for name the elements of the communication model✓
THREE marks for designing the communication diagram✓✓✓ (10)

3.5
- Focus
- Reflect
- Act
- Measure
- Expand (5)

3.6
- Audio media
- Visual media
- Print media
- 21st century/electronic media
- Outdoor media (Any 5 × 1) (5)

[30]

QUESTION 4

4.1
- Consumer orientation
- Marketing mix
- Market segmentation (3)

4.2
- Identify the target market.
- Identify the basic problem, issue or opportunity that the communication needs to address.
- The major selling idea or key benefit needs to be communicated.
- Any supportive information that is required must be included. (4)

4.3
- Give customers 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 aimed at you personally
- Do not get emotionally involved (Any 5 × 1) (5)

4.4 Customer service is the sum total of what an organisation does to meet customer expectations and produce customer satisfaction. (1)

4.5
- Attending to customers face to face
- Attending to callers with appointments
- Telephone standards
- Ethics
- Knowledge
- Professional (Any 5 × 1) (5)

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4.6
- Trained employees
- Empowered employees
- Employees being resourceful
- Employees being polite, helpful and pleasant towards customers
- Employers who are appropriately dressed
- Employees who are knowledgeable about their products and services
- Employees are able to recommend solutions and alternatives (Any 5 × 1) (5)

4.7
- Business letters
- Telephonic conversations with an outside person or company
- Face-to-face interviews
- Advertisements in newspapers and magazines
- Meetings with other companies (Any 4 × 1) (4)

4.8
- Presentation software and hardware, for example PowerPoint presentations that contains video clips, sound, etc.
- Computer simulation
- Computer and video games (3)

[30]

QUESTION 5

5.1
- Write simply, briefly and clearly.
- Write as you speak.
- Check your letter twice, to ensure there are no spelling or grammar mistakes.
- Create a favourable impression of your company in your letter.
- Be courteous and polite. (Any applicable answer 5 × 1) (5)

5.2
- You must keep quiet: you cannot listen and talk at the same time.
- Try to concentrate on what the person is saying.
- Don't be shy to take notes, if you think that there is a chance that you may not remember everything.
- Do not interrupt when the speaker is talking, as they may find it irritating and the speaker might just say something completely different to what you anticipate.
- Be patient when you listen to someone: some people have a very longwinded way of saying things.
- Try to work out what the customer expects. Do not make assumptions.

(Any 5 × 1) (5)

5.3 5.3.1 Public Relation Institute of Southern Africa.
5.3.2 Advertising Standard Authority

(2 × 1) (2)

5.4
- Advertising
- Personal selling
- Sales promotion
- Direct marketing
- Public relations
- Sponsorship
- Publicity
- E-communication (Any 5 × 1) (5)

5.5
- It always focuses on the positive aspects or benefits of a product. It seldom mentions negative characteristics.
- It speaks to members of its target market in their own language, using the same slang words or phrases that they might use.
- It appeals to the target market by using role models that the target market might admire, these could be famous people.
- It promises a reward to the customers or promises to solve a problem.
- It uses rational or emotional appeals, or a combination of both.
- It often uses exaggeration to get a message across. (Any 5 × 1) (5)

5.6
- To build primary demand
- To create brand awareness
- To provide relevant information
- To influence attitudes and feelings
- To create desire
- To create preferences
- To facilitate purchases and trials
- To create loyal customers (Any 5 × 1) (5)

5.7
- Observation
- Survey
- Focus group
- Experimentation (Any 3 × 1) (3)

[30]

QUESTION 6

6.1 Securex (1)

6.2 Soap (1)

6.3 Pamphlet/Flyer/Print (1)

6.4 Customers' aesthetic sense of beauty (1)

6.5 Tough on germs, gentle on your skin (1)

6.6	Shoprite		(1)
6.7	Lowest price you can trust		(1)
6.8	Get the best of both worlds, with 99.9% germ protection and soothing aloe vera.		(2)
6.9	Homeowners/households		(1)
6.10	• Factual approach • Imaginative approach • Negative approach • Humorous approach • Slice of life/family approach • Fantasy approach • Relaxation approach • Fear approach • Testimonial approach	(Any 5 × 1)	(5)
6.11	• By using big, bold headlines • By using different font types for the text • By using a powerful photograph • By posing an attention-grabbing question • By using bright colours • By using sound effects or music	(Any 5 × 1)	(5)
6.12	• Self-actualisation needs • Esteem needs • Love and belonging needs • Safety needs • Physiological/Physical needs	(5 × 2)	(10) **[30]**
		TOTAL SECTION B:	**120**
		GRAND TOTAL:	**150**

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