higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

4 November 2022

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 F
1.2 H
1.3 J
1.4 G
1.5 A
1.6 C
1.7 I
1.8 D
1.9 E
1.10 B

(10 × 1) **[10]**

QUESTION 2

2.1 external
2.2 Integration
2.3 promotional
2.4 Wholesalers
2.5 short
2.6 long
2.7 macro
2.8 trade
2.9 external
2.10 Media reach

(10 × 1) **[10]**

QUESTION 3

3.1 False
3.2 True
3.3 True
3.4 False
3.5 True
3.6 False
3.7 True
3.8 True
3.9 True
3.10 True

(10 × 1) **[10]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 4

4.1

STEP 1: IDENTIFY THE TARGET MARKET.✓
- People who eat snacks✓

STEP 2: DECIDE ON THE MESSAGE THAT YOU WANT TO COMMUNICATE.✓
- Objective – to create awareness for the new flavour✓

STEP 3: DECIDE ON THE AMOUNT OF MONEY YOU WANT TO SPEND.✓
- R50000000 for 6 months✓

OR

- R1000000 for month 1, R1000000 for month 2, R1000000 for month 3, R1000000 for month 4, R500000 for month 5, R500000 for month 6

STEP 4: SELECT THE PROMOTIONAL ELEMENTS YOU WILL USE.✓
- Billboards, banners, posters✓

STEP 5: IMPLEMENT THE PLAN. ✓
- Validity date: 10/02/2021 till 09/08/2021✓ OR
- Train staff by means of a training manual.

STEP 6: DECIDE HOW THE RESULTS ARE TO BE MEASURED. ✓
- How many customers enquired about the product? (STEP 2) ✓
  (Any relevant answers. Step 2 and step 6 must correspond.)

(6 × 2) (12)

4.2
- ATTENTION: Heading or drawing of the product
- INTEREST: Benefit of product or price or size or any information about the product
- DESIRE: Any sales promotion technique or any cliché
- ACTION: Validity date or location
- FORMAT: Only give allocated mark if student adhered to the AIDA principle.

(5 × 2) (10)

4.3

4.3.1 New Pringles flavour being launched
(Any answer acceptable but it must contain the new flavour being launched.)

4.3.2 Pringles chicken salt flavour

4.3.3 10/02/2021 till 09/08/2021
Date must be the same as STEP 5 in marketing plan.

4.3.4 Creating awareness for the product.
Objective must be same as STEP 2 in marketing plan.

(4 × 2) (8)
[30]

QUESTION 5

5.1 Outdoor media (2)

5.2 Advantages:
Cheap,✓ has captive audience,✓ not much competition,✓ can have colour✓ and different sizes,✓ easy to notice✓

Limitations:
Not creative,✓ cannot target one audience,✓ not allowed in some areas,✓ disliked by many✓ (10)

5.3 Intensive distribution (2)

5.4 Identify key elements of the competitors' strategies.
- Find out their target market, their message, pricing strategy.

Identify the competitor companies' objectives.
- Find out what they are trying to achieve.

Find out how these companies use their resources.
- How much money do they spend on advertising equipment?

Find out how the companies use their marketing mix.
- Investigate how they use the 4Ps

Identify the companies' strengths and weaknesses.
- Find out their competitive edge and what they are not very good at.
-

(5 × 2) (10)

5.5
- Helps employees to work together.
- Serves as guideline for employees
- Can improve the image of the company.

(3 × 2) (6)
[30]

QUESTION 6

6.1 Personal selling (2)

6.2 6.2.1 Internal service supplier (2)

6.2.2 They are part of the business✓✓ and have to follow code of conduct.✓✓ Internal service suppliers make business run smoothly.✓✓ (3 × 2) (6)

6.3
- Amount of work done by employee
- Quality of work done
- Employee's knowledge of the job or product
- Employee's technical skills or other skills
- Arriving at work on time
- Being able to work as a team member (Any 4 × 1) (4)

6.4
- Finance department
- Top management
- Sales and marketing department
- Human resources department
- Production department
- IT department
- Administration department (7)

6.5
- Communication problems:✓ Can occur when a team member does not listen to everything the other team members say OR a team member will only hear what they want to hear.✓
  E.g., Call Agent A misunderstands what Call Agent B said and makes his/her own assumption.✓
- Personal differences:✓ Can occur through individual's values, culture, personality, education. ✓
  E.g., Call Agent B arrives on time every day while Call Agent A comes late every day. Call Agent B will clash with Call Agent A because of his/her values.✓
- Disagreement about roles and responsibilities:✓ Can occur when a team member does someone else's job.✓
  E.g., Call Agent A is the spokesperson for the team but Call Agent B decides he/she will speak at the presentation.✓ (3 × 3) (9)

[30]

QUESTION 7

7.1 7.1.1 When a representative of a company✓ interacts directly with a consumer✓ in order to communicate information about the company's product or service.✓ (3)

7.1.2 Step 1: Prospect and qualify
Step 2: Pre-approach
Step 3: Approach
Step 4: Sales presentation
Step 5: Handling objections
Step 6: Close
Step 7: Follow-up (7)

7.1.3 STEP 1: PROSPECT AND QUALIFY
- The first step has two stages.

STAGE 1: PROSPECTING – finding suitable customers.
STAGE 2: QUALIFY PROSPECTS – checking the prospects to see which ones qualify.✓

STEP 2: PRE-APPROACH
- Part of the process involves putting together information about prospective customers and planning the sales interview.✓

STEP 3: APPROACH
- The salesperson contacts the prospective customer with the aim of making an appointment to see the customer.✓

STEP 4: SALES PRESENTATION
- This is the one-on-one communication with the prospect, showing the customer how the product will satisfy their needs. ✓

STEP 5: HANDLING OBJECTIONS
- Prospect ask questions, salesperson must listen carefully and answer in a friendly, appropriate manner. ✓

STEP 6: CLOSE
- Customer makes a decision to buy or not to buy. ✓
- Trial close: when the salesperson tries to make the sale.
- Close: when customer buys the product.

STEP 7: FOLLOW–UP
- Refers to the activities after the sale.✓ These include providing extra information and services to customers and gathering information from customers to ensure customer satisfaction.

(Markers to only allocate 1 mark for each explanation.) (7)

7.1.4
- It is person-to-person communication.
- Seller's objective is to persuade potential customers to buy the company's product/service.
- Salesperson can help customers to identify their needs and to decide what they actually want.
- It can be a stronger marketing tool than advertising. (4)

7.1.5 Salesperson will start of by introducing him/herself✓ and saying which company he/she is working for.✓ (2)

7.2
- Reason for advertising
- What message does the organisation want to convey?
- Where to say it
- When to say it
- How often to say it
- How much does it cost?
- How well did the plan work? (7)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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