higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

4 November 2022 (X-paper)
09:00–12:00

This question paper consists of 8 pages.

037Q1N2204

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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. Use only a blue or black pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	Moral values or what is right and wrong	A	authority
1.2	The conditions in which a business operates	B	public relations
1.3	Running an advertisement on both television and radio	C	denial
1.4	Goodwill is a characteristic of this promotional mix	D	competitive edge
1.5	The power you have because of your official position	E	market opportunities
1.6	An example of dealing with conflict	F	ethics
1.7	To check how successful a media plan is	G	publicity
1.8	Having an advantage over competitors	H	marketing environment
1.9	Areas where there is a demand for your product	I	measuring results
1.10	Crisis management is a characteristic of this promotional mix	J	interaction
		K	organogram
		L	point of purchase

(10 × 1) **[10]**

QUESTION 2

Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 An advertising agency is an example of an (internal/external) supplier.

2.2 (Co-ordination/Integration) is when departments co-operate and interact with each other.

2.3 The (marketing/promotional) mix consists of personal selling.

2.4 (Retailers'/Wholesalers') main target market is smaller shops.

2.5 The acronym SMS stands for (standard/short) message service.

2.6 To increase market share can be viewed as a (long/short)-term objective.

2.7 Perfect competition falls under the (macro/micro) environment.

2.8 Companies use (trade/consumer) promotion to market products in their industry.

2.9 The Covid pandemic is an example of the (internal/external) environment.

2.10 (Media planning/Media reach) means how many people will see your advertisement during a specific period.

(10 × 1) **[10]**

QUESTION 3

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 Loyal customers are prospects for a business.

3.2 A building can be seen as an example of corporate culture.

3.3 It is important to obtain feedback when you do a personal development plan.

3.4 A team leader should get angry to create a positive working environment.

3.5 The percentage-of-sales method is a top-down technique.

3.6 To advertise is a media objective and it should not include the other media objectives.

3.7 Research plays a vital role in selecting which media to use.

3.8 Personal selling is more expensive for each customer that it reaches then an advertisement.

3.9 Trade fairs play a big role in presenting a positive company image.

3.10 The mission of an organisation is very important when the organisation wants to communicate with the customers.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Read the case study below and answer the questions.

NEW PRINGLES FLAVOUR COMBINES TWO SA FAVOURITES



In a launch that begs the question, 'What took so long?', Kellogg and Unilever have teamed up to cojoin their über popular Pringles and Aromat brands.

'Chicken Salt Flavour' is their new crunchy creation inspired by South Africa's love for potato chips, chicken and Aromat, a well-known local household staple for over sixty years.

Says Vuyo Henda, marketing manager at Aromat: 'Both Aromat and Pringles are iconic South African brands and are well-loved. Together we were inspired to create a new and exciting flavour that would appeal to a wide range of South African consumers.'

Adds Nikki Tan, brand manager at Pringles: 'Pringles is known for pushing the limits of flavour innovation and has been delivering epic flavour mash-ups by partnering with iconic brands globally.

[Adapted from*: https://www.foodstuffsa.co.za/new-pringles-flavour-combines-two-sa-favourites/* 19 November 2019]

4.1 Compile a marketing strategy for the above product. (6 × 2) (12)

4.2 Using the AIDA principle, design a promotional poster for the above product. (5 × 2) (10)

4.3 Design a training manual for staff of the above product using the following headings:

4.3.1 Name of promotion

4.3.2 Product to be sold

4.3.3 Validity date of promotion

4.3.4 Objective of promotion

(8)
[30]

QUESTION 5

Study the image below and answer the questions.



[Source: *https://movia.media/wp-content/uploads/03804daf01ca96cd53e2073abcc26327.jpg/ 29* Oct 2020]

5.1 Identify the media being used in the advert above. (2)

5.2 Provide advantages and limitations of the media identified in QUESTION 5.1. (10)

5.3 Identify the distribution strategy that the above company uses. (2)

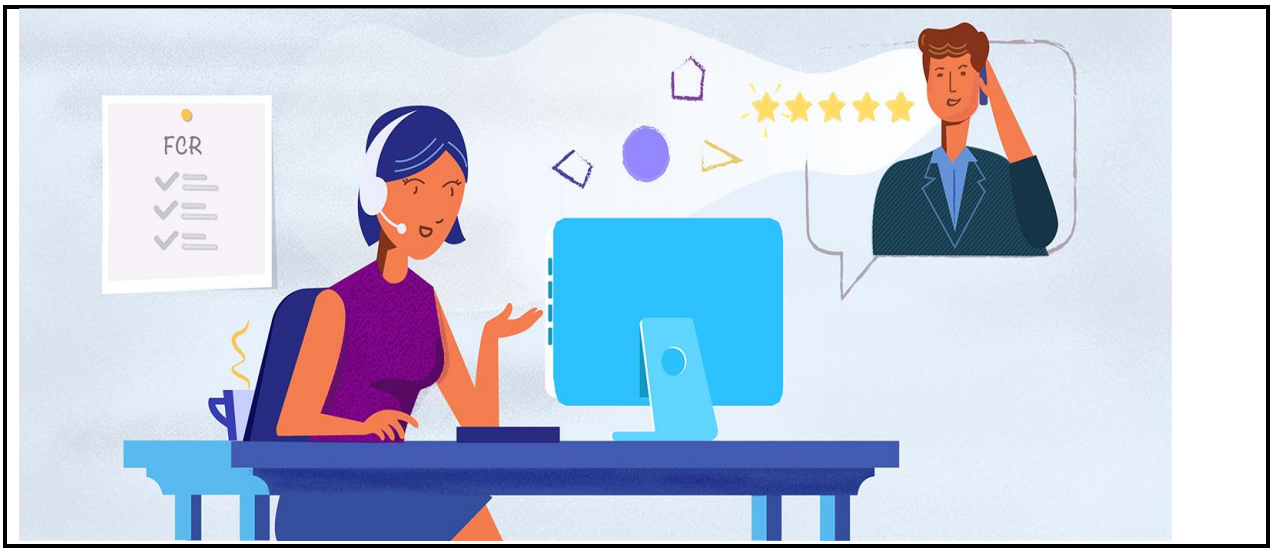
5.4 Describe how the above company would keep their competitive edge. (5 × 2) (10)

5.5 State THREE reasons why the above company would have a code of conduct. (3 × 2) (6)

[30]

QUESTION 6

Study the image below and answer the questions.



[Source: *https://www.lec4you.com/2020/08/23/outsource-customer-service/*]

6.1 Identify the promotional mix element that call centres are an example of. (2)

6.2 6.2.1 Which type of service supplier do call centres fall under? (2)

6.2.2 Explain the impact on the business of the service supplier from QUESTION 6.2.1. (3 × 2) (6)

6.3 State FOUR ways in which the performance of a call centre agent can be measured. (4)

6.4 Name support systems that will be available to the call centre agent. (7)

6.5 Describe, with examples, the main types of conflict that can occur in a call centre. (3 × 3) (9)

[30]

QUESTION 7

Study the image below and answer the questions.



[Source: *https://www.referenceforbusiness.com/encyclopedia/Per-Pro/Personal-Selling.html*]

7.1	7.1.1	Explain the concept *personal selling*.	(3)
	7.1.2	List the steps in personal selling.	(7)
	7.1.3	Explain the steps listed above in QUESTION 7.1.2.	(7)
	7.1.4	State the characteristics of personal selling.	(4)
	7.1.5	Explain how the salesperson will greet the client.	(2)
7.2		State the elements of the media plan.	(7)
			[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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