higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

8 November 2022

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

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

(15 x 1) **[15]**

QUESTION 2

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

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1
- To identify the needs, wants and desires of customers
- To communicate customer demands to internal and external stakeholders
- To create a marketing strategy and marketing message for the organisation
- To promote the organisation and its products to the best advantage
- To maintain the integrity and reputation of the organisation
- To promote the organisation's marketing message at the point of sale
- To meet customer demands at a profit (Any 5 × 1) (5)

3.2
- Advertising
- Sales promotions
- Direct marketing
- Personal selling
- Public relations
- Sponsorship (Any 5 × 1) (5)

3.3
- Record forms:✓ it's a form that records the customer's query or complaint, the form records general information such as the customer's details as well as the reasons for the query or complaint.✓
- Invoices:✓ a document that the business issues on which details of the business transactions are indicated.✓
- Sales contracts✓: a legal document for the purchase of assets or goods by a buyer from a seller for an agreed-upon value in money.✓
- Stock control document:✓ is the document that records the total stock supply of products that are available for sale.✓
- Sales slip✓: the piece of paper you receive when buying something from a supermarket, the paper serves as proof of purchase✓ (5 × 2) (10)

3.4
- Letterhead
- Address
- Date
- Title of the person to whom the letter is addressed
- Subject line
- Salutation
- Opening paragraph
- Body of the letter
- Closing paragraph
- Name of the sender
- Attachments (Any 5 × 1) (5)

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3.5
- People
- Process
- Physical evidence (3)

3.6 Marketing is about finding out what customers need and want, ✓ providing products and services that meet those needs and wants, and telling consumers about these products and services. ✓ (2)
[30]

QUESTION 4

4.1
- Salary:✓ a fixed amount that the member/staff of the sales team are paid every month. ✓
- Commission:✓a certain percentage of the amount of the sales that they make✓
- Bonus:✓ an extra payment for outstanding work/ a 13th cheque paid to staff members at the end of the year or during their birthday month✓
- Expense account:✓ an account from which salespeople can pay travel and entertainment expenses.✓
- Fringe benefits:✓ extra amounts that employers pay staff, such as retirement funding or medical aid.✓ (Any 4 × 2) (8)

4.2 Agenda for Universal Marketing ✓

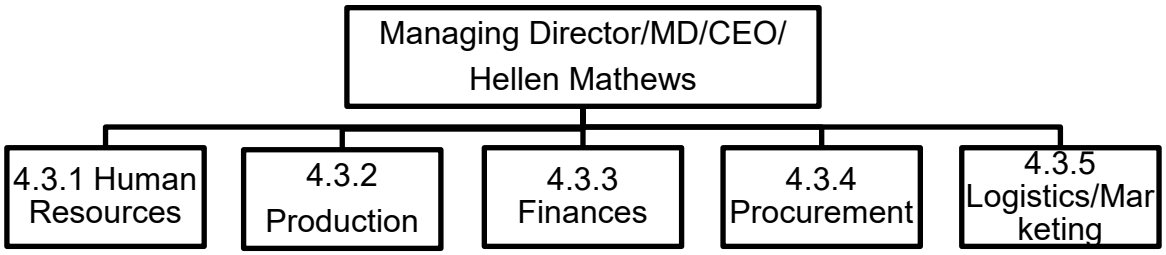
20 December

09:00 am to 11:00 am

1. Opening and welcome✓
2. Apologies ✓
3. Circulation of register✓
4. Minutes of the previous meeting ✓
5. Adoption of the minutes of the previous meeting✓
6. New matters: ✓
6.1.1. Sales report
6.1.2. Promotional budget
7. Any other business(OB) ✓
8. Date of the next meeting/announcements✓
9. Adjournment/closer✓

NOTE to markers: Please check the sequence of the items. (10)

4.3 Below is the organogram of Universal Marketing.



(Any relevant department 5 × 2) (10)

4.4
- Colour
- Font
- Layout
- Pictures
- Slogans

(Any 2 × 1) (2)
[30]

QUESTION 5

5.1 5.1.1
- What needs to go into the presentation?
- Why am I doing this presentation?
- When will the presentation happen?
- How can I best meet the needs of those at the presentation?
- Where will the presentation be made?
- Who will do the presentation? (Any 5 × 1) (5)

5.1.2
- Start with a brief and friendly introduction, tell the audience your name, experiences and why you are there ✓so that the audience knows who you are. ✓
- State the subject of your presentation✓ and why it should interest them. ✓
- Tell your audience how you will deal with questions. ✓ You can tell your audience that they should keep their questions until the end of the presentation. ✓
- Try to stay for any after-presentation activity, like refreshments. ✓ This will enable you to attend to any clarity to the audience or any further discussion✓
- Show that you're confident✓ about your presentation. ✓
- When you start your presentation, ✓ don't fidget. ✓
- When you make eye contact with members of the audience ✓try to project a feeling of friendship or shared interests. ✓
- If possible, involve ✓the audience by starting the presentation by asking a question about their experiences. ✓
- Stick to your plan✓ and to the script you have written. ✓
- Never show anger, ✓ even when provoked by a member of the audience. ✓ (Any relevant 5 × 2) (10)

5.1.3
- Only use words that your audience will understand.
- Avoid complex or exotic words that make you appear more intelligent than the audience.
- If you have to use an unusual word, explain what it means
- Avoid using colloquialisms, which are words and phrases that relate to specific groups of people in a community.
- Avoid using abbreviations or acronyms.
- Avoid swearing as it may offend your listeners
- After you have written and read your presentation as part of your preparation, read it again aloud and look for words or groups of words that might be difficult to say or pronounce.

(Any relevant 5 × 1) (5)

5.1.4
- Overhead projector
- Flip charts
- White/green/chalkboards
- Videos
- Demonstrations
- Product samples
- Display stands (Any 5 × 1) (5)

5.2
- Name of the group/organisation that held the meeting
- Date, time, and place of the meeting
- Names, surnames, and positions of the people who were present at the meeting
- Name, surname, and position of the person who took the minutes
- A list of all issues that were discussed at the previous meeting, and any progress that was made since the previous meeting
- Changes to previous minutes and whether the previous minutes were approved and signed by the chairperson
- A list of new issues that were discussed at the meeting.

(Any relevant answers 5 × 1) (5)
[30]

QUESTION 6

6.1 6.1.1

- Parking meters
- Rubbish bins
- Restrooms at airports and shopping malls
- Videotape covers may contain advertisements.
- Taxis and buses
- Bus shelters/bus stops
- Shopping trolleys
- Street poles
- Skywriting
- Aerial advertisements
- Inflatable signs (Any 5 × 1) (5)

6.1.2

- Low cost:✓ the cost of promotional signage is very low compared to other forms of promotion like advertisements.✓
- Flexibility:✓ promotional signage is flexible and can be changed at any time because it is done on a computer.✓
- Wide reach:✓ promotional signage, especially those on vehicles such as buses and trains, is seen by many people every day. ✓
- Targeting:✓ with promotional signage it is easy to target a specific group or audience.✓
- Attract more interest:✓ with promotional signage, consumers are more likely to notice them than regular advertisements in newspapers.✓
- Get new customers:✓ with promotional signage it is easy to attract or get new customers through the use of aerial advertisements, placing your promotional signage on buses or trains where people outside your immediate area will also get to see it.✓
- Brand the business:✓ consumers tend to link the sign so close to the brand, that they react quickly to the sign.✓
- Brand the location of the business:✓ the business uses promotional signage to remind consumers of the location.

(Any 5 × 2) (10)

6.2

- Greeting and introducing yourself to the audience
- Creating a relationship
- Get the customer's attention
- Create an interest in the product or service
- Stimulate desire to purchase
- Motivate the customer to take action
- Handle the objections
- Direct denial (Any 5 × 1) (5)

6.3

Store visited	Visit date:
The manager receiving the pitch	Visit
Record of the sale	Arrival time:
Order placed after the pitch	Leaving time:
PITCH	Tick(✓)
Agree on appointment date and time with the manager✓	
Arrive for the pitch in time for the agreed appointment ✓	
Arrive in time to look around the store before the pitch to identify the optimum display location for the product✓	
Describe the concept behind the product or services✓	
Help the manager to choose a display to draw the attention of the target .customers to the product✓	
Explain the company's intention to start a special advertising campaign to increase customer awareness of the product✓	
Close the presentation by asking the manager to place an order to meet expected sales increases arising from the advertising✓	
Post-pitch report assessment of manager's acceptance of the new product and willingness to increase store promotion to increase sales✓	
Salesperson's name and signature✓	

NOTE to markers: Allow for creative responses from the candidates which are related to the checklist above. (10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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