higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 4

21 NOVEMBER 2023

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

2.1 True
2.2 False
2.3 False
2.4 False
2.5 True
2.6 True
2.7 True
2.8 True
2.9 False
2.10 True

(10 × 1) **[10]**

QUESTION 3

3.1 Product
3.2 Media mix
3.3 Bottleneck
3.4 Stakeholder
3.5 Stopping power
3.6 Dissolve
3.7 Clause
3.8 Collaborate
3.9 Consensus
3.10 Brand equity

(10 × 1) **[10]**

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QUESTION 4

4.1 Advertising in the traditional mass media.
4.2 The professional maintenance of a favourable public image by a business.
4.3 Are an exhibition at which businesses in a particular industry promote their products and services.
4.4 Gifts of useful items often branded to remind users of a product.
4.5 It shows people what they have paid so far and what they still owe.

(5 × 2) **[10]**

TOTAL SECTION A: 40

SECTION B

QUESTION 5

5.1
- Inform
- Persuade
- Remind
- Build brand image
- Build awareness
- Educate consumers
- Boost your reputation
- Acquire new customers
- Retain existing customers
- Stay ahead of the competition
- Make sales

(Any 4 × 1) (4)

5.2 'Nestlé Cremora 200g R49.99 Ends 6/12/2022 Sms STOP to Opt out'✓✓
(Any other relevant response) (1 × 2) (2)

5.3 5.3.1 Free sample
Nestlé Cremora can offer small samples (sachets) of their product in the supermarket.✓✓
(Any other relevant response) (1 × 2)

5.3.2 Price deal
Nestlé Cremora can sell their product at a reduced price✓✓.
OR they can send out discount coupons.
OR they can sell two products for the price of one. (Any (1 × 2)

5.3.3 Competitions
Nestlé Cremora can run competitions such as entering a lucky draw when purchasing the product.✓✓
(Any other relevant response) (1 × 2)
(3 × 2) (6)

5.4.1
- People can control the order in which they look at the ad.
- People can read it over and over again.
- People can control the time they spend looking at the ad.
- Copy can be long.
- Copy can be torn out and read later.
- It has longer shelf life, people will not throw it away.
- Magazines have good print quality.
- It appeals to visual learners.
- Best for local targeting.
- Still give a higher ROI than digital ads.
- Give more visibility to small businesses.
- Produce a loyal customer base.
- Reach multiple generations.
- Flexible to establish credible trust.
- Immensely powerful to craft a message. (Any 4 × 1) (4)

5.4.2
- The visual impact of the ad must be strong.
- Only the eye is used.
- It has to compete with other ads.
- Readers can just turn the page.
- It can be placed at a hidden spot in the magazine.
- It has to be interesting and appealing to get attention.
- Not for a global audience.
- Requires multiple exposures.
- Requires a lot of planning.
- Competition for attention is fierce.
- Hard to target a specific audience.
- Higher cost.
- Requires longer lead times. (Any 4 × 1) (4)

5.5 The Foodstuffs, Cosmetics✓ and Disinfectants Act of 1972✓ (1 × 2) (2)

5.6 Passing-off – Misleading the public into thinking that your product is the same as another product✓✓ whilst puffery is a harmless exaggerated claims about a product.✓✓
(2 × 2) (4)

5.7
- Pre-briefing
- Briefing
- First ideas/Brainstorming
- Scamps
- Pre-presentation
- Client presentation/Presentation
- Client decision/Client cooling
- Debrief or rebrief

(All EIGHT in correct order) (8 × 1) (8)

5.8
- Size – 200g
- Price – R59.99
- Colour – Creamy

(Any other relevant response) (3 × 2) (6)
[40]

QUESTION 6

6.1
- You are able to reach the whole target market.✓✓
- Different media have different characteristics, and when you use them together they will emphasize your message better.✓✓

(Any other relevant response) (2 × 2) (4)

6.2 Guerrilla marketing – Any non-traditional form of advertising found in public places.✓✓ (1 × 2) (2)

6.3 6.3.1 Trade incentives
Nestlé Cremora can offer discounts or gift or cash to dealers for buying more of their product.✓✓
(Any other relevant response) (1 × 2)

6.3.2 Point of purchase display
Nestlé Cremora can design an in-store display that will draw the attention to their brand.✓✓
(Any other relevant response) (1 × 2)

6.3.3 Branded gifts
Nestlé Cremora can give out branded gifts such as calendars and fridge magnets that have the brand logo printed on them.✓✓
(Any other relevant response) (1 × 2)
(3 × 2) (6)

6.4 Tagline✓✓ (1 × 2) (2)

6.5 Good Food, Good Life✓✓ (1 × 2) (2)

6.6 An overline is a display copy that leads into the headline and prepare for it✓✓ while underline is a line of display copy that follows the headline✓✓. (2 × 2)
(4)

6.7 6.7.1 Trade Marks Act of 1993✓✓ (1 × 2) (2)

6.7.2
- Once an organisation has officially registered their trademark, it is protected by law and can only be used by the owner.✓✓
- It protects an organisation's product and brand name from misuse by others.✓✓ (2 × 2) (4)

6.8
- A team member must be an extrovert so that they are able to communicate easily and get along with others.✓✓
- A team member must be agreeable so that they can co-operate and be warm and trusting towards others.✓✓

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- A team member must be conscientious/diligent so that they are organised, reliable, committed and trustworthy.✓✓
- A team member must be emotionally stable so that they are able to cope well under stress.✓✓
- A team member must be open to experience/inquisitive so that they can be creative and interested in new ideas.
- You understand your role.
- You welcome collaboration.
- You hold yourself accountable.
- You are flexible.
- You have a positive attitude. (Any 4 × 2) (8)

6.9
- Study the product/Investigate the product✓✓
- Speak to the supplier or sales staff✓✓
- Visit the factory/manufacturer✓✓ (3 × 2) (6)

[40]

QUESTION 7

7.1.1 Direct selling is marketing in which the seller communicates directly with the buyer without going through a retailer or a wholesaler.✓✓ (1 × 2) (2)

7.1.2
- Direct mail by post
- Catalogue
- Telesales/Telemarketing
- Cell phone messaging
- Email
- Direct selling through mass media
- Direct response television marketing
- Kiosk marketing
- New digital technologies
- One-on-one sales
- Online sales
- Host or party-plan (Any 4 × 1) (4)

7.2
- Analyse responses✓
  If the promotion aim was to get a certain response, e.g. entering a competition or visiting a website, the responses should be counted and compared to the aimed number of responses.✓
- Monitoring sales data✓
  I would compare sales data for the period of the promotion to the sales targets. Or I would compare sales for the promotion period to previous sales.✓
- Doing a survey✓
  I would select a sample of my target market and conduct a survey both before and after the promotion and compare the results.✓

(Any other relevant response) (3 × 2) (6)

7.3
- Celebrity endorsement✓✓
  Clientèle used Desmond Dube who is an actor and is very well known.✓✓

OR

- Problem and solution✓✓
  The problem in this case would be something tragic happening in your life.
  The solution is to join the Clientèle HELP plan.✓✓

(Any 2 × 2) (4)

7.4
- Headline
- Body copy
- Typography
- Font
- Visuals/Images
- Colour
- Layout
- Know exactly what you are selling
- Know your audience
- Write compelling headlines
- Use bullet points
- Limit your reader's choices
- Risk reversal
- Ask for the sale (Any 4 × 1) (4)

7.5 Direct Marketing Association
It is an independent body set up by the direct marketing industry to help regulate itself.✓✓ (1 × 2) (2)

7.6
- Mail orders must follow the ASA.
- They must state the size, weight or value of the product.
- They must say when the customer can expect to receive the goods.
- They must give the supplier's name, telephone numbers and address.
- They must offer a full refund if the customer is not satisfied.
- They must not limit the buyer's legal rights.
- They must not advertise items that appeal to superstition.
- They must not take advantage of the customer's lack of knowledge.

(Any 4 × 1) (4)

7.7
- Marketing strategy✓ – the client approaches the agency to develop a campaign and the account executive together with the marketing strategist work together with the client to plan the general strategy✓.
- Creative strategy and media mix✓ – the marketing team presents a brief to the media agency, who will be asked to suggest media options, and a separate brief to the creative team who will be asked to suggest campaign options✓.
- Presentation to client✓ – If the marketing and the creative directors accept both the creative and media options, they arrange a presentation to the client and if not, they must explain why and make the brief clearer to the agency✓.
- Producing the advert and booking the media✓ - if the client accepts the proposal, the ads go to into production. The creative team bring the designer and desktop publisher and outsource people where necessary✓. (4 × 2) (8)

7.8
- The price of the policy is cheaper than the competition✓✓
- The policy has a wide range of choices✓✓
- Clientèle employees provide superior customer service✓✓

(3 × 2) (6)
[40]

QUESTION 8

8.1 8.1.1 Banner ads are advertisements that form a strip across the screen while you are on the Internet.✓✓ (1 × 2) (2)

8.1.2 New forms of Internet advertising✓✓ (1 × 2) (2)

8.1.3 Many people find them annoying. (1)

8.2
- Cost
- Resources
- Skills and expertise
- Benefit to client
- Decide within agreed time frames/Timing (5 × 1) (5)

8.3 People can access the information when they choose and move around a website as they like.✓✓
They provide detailed brand and product information (1 × 2) (2)

8.4
- Ogilvy
- M&C Saatchi
- Young and Rubicam
- TBWA
- J Walter Thompson (JWT)
- Jupiter Drawing Room
- Saatchi and Saatchi (Any 6 × 1) (6)

8.5 8.5.1 The Constitution is the supreme law of the land. No other law or government action can supersede the provisions of the Constitution.✓✓

8.5.2 Statutory Law is made up of acts or statutes passed by parliament.✓✓

8.5.3 Common Law is law that results from the rulings of the courts based on constitutional and statutory law.✓✓

8.5.4 Merchandise Marks Act of 1941 makes it unlawful to give false information about goods for sale, on the goods themselves or on any form of labelling, packaging or advertising.✓✓

(4 × 2) (8)

8.6
- Hearing what you want to hear/Selective hearing✓
  We tent to ignore things that don't fit our expectations. The way people interpret messages depends on what they expect to hear or see.✓
- Information overload✓
  We all have a limit as to how much information we can process at a time. When there is too much information, we tend to miss the details.✓
- Emotions✓
  The way you feel tend to affect how you interpret the message.✓
- Language and culture✓
  Words can have different meanings to different sub-cultures, education and cultural background affect how we understand messages.✓

Dissatisfaction with or disinterest in one's job
- Inability to listen to others
- Lack of transparency & trust
- Communication styles (when they differ)
- Conflicts in the workplace
- Cultural differences & language

(4 × 2) (8)

8.7
- Concentrate on your closest competitors. Compare the features of those products to yours.✓✓
- Study their advertising✓✓
- Look for any weaknesses in your competitors' products, services or delivery.✓✓ (3 × 2) (6)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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