higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 4

(3041014)

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This question paper consists of 12 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
ADVERTISING AND PROMOTIONS
NQF LEVEL 4
TIME: 3 HOURS
MARKS: 200

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 section on a new page.
5. Use only a black or blue 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–J) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	A type of product manufactured by a particular company under a particular name	A	accommodate
1.2	Something that people do for you that you cannot see and touch	B	survey
1.3	It involves recording the opinions of a sample of people	C	service
1.4	A sample of people assembled to participate in a discussion about a product before it is launched.	D	brand
1.5	An action that is counted when someone interacts with your ad and then takes an action that you've defined as valuable to your business.	E	focus group
1.6	The ability of an ad to hold people's attention until the end of the ad.	F	pulling power
1.7	A commitment between you and a third party to take an agreed amount of money out of your bank account every month to pay for a service or to repay a loan.	G	execution
1.8	When you withdraw and leave the root cause of the conflict unresolved.	H	conversion
1.9	Giving in to others and letting them have their way.	I	avoidance
1.10	Turning a creative idea into an actual advertisement.	J	debit order

(10 × 1) **[10]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 A database is a collection of information stored on a computer in such a way that it can be sorted in many different ways.

2.2 It is not necessary for marketers to test their marketing ideas before investing money in them.

2.3 Shock tactics do not to offend people.

2.4 In a television ad the sound element will always dominate.

2.5 A standard contract is usually designed to protect the interest of the party that had it drawn up.

2.6 The first section in a contract is usually a list of definitions to explain what certain words mean when used in the contract.

2.7 When you compete in solving a conflict it means you bargain and try to find a middle way.

2.8 Compromising shows partial concern for both parties in conflict resolution.

2.9 Metaphor is advertising made to look like a news article in a magazine.

2.10 When creating the consumer promise it is important to choose a fact.

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences/paragraph(s) by filling in the missing word(s). Write only the word(s) next to the question number (3.1–3.10) in the ANSWER BOOK.

bottleneck; stopping power; product; clause; brand equity; dissolve; consensus; stakeholder; collaborate; media mix

3.1 … is an item offered for sale.

3.2 … is the combination of media or promotional tools your business can use to meet its marketing objectives.

3.3 A situation that causes delay in a process or system is referred to as …

3.4 … is a person with an interest or concern in something, especially a business.

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3.5 … is an ad's ability to stand out and be noticed.

3.6 A jump in space or time can also be shown by fading one scene into another which is called …

3.7 … dictates the conditions under which the contract is legally enforceable and determines the terms of the contract.

3.8 When you … in conflict resolution you listen actively and find a creative solution.

3.9 … means arriving at a decision in which everyone has participated and to which everyone agreed.

3.10 … is the added value a brand gains through the public image it builds.

(10 × 1) **[10]**

QUESTION 4

Define the following word(s). Write only the definition next to the question number (4.1–4.5) in the ANSWER BOOK.

4.1 Above-the-line media

4.2 Public relations

4.3 Trade shows

4.4 Specialities.

4.5 Statement

(5 × 2) **[10]**

TOTAL SECTION A: 40

SECTION B

QUESTION 5

Study the advert below and answer the questions that follow:



[Source: *www.google/images.co.za*]

5.1 Give FOUR reasons why Nestlé Cremora is advertising their product. (4 × 1) (4)

5.2 Create a cell phone message (SMS) which Nestlé Cremora can use to inform customers about an upcoming sale. (1 × 2) (2)

5.3 Give examples of each of the following consumer promotions that Nestlé Cremora can use to promote their product:

5.3.1 Free sample

5.3.2 Price deal

5.3.3 Competition

(3 × 2) (6)

5.4 Nestlé has used print media in the advert displayed above.

5.4.1 What are the FOUR strengths of using print media? (4 × 1) (4)

5.4.2 Give FOUR constraints of using print media. (4 × 1) (4)

5.5	Which marketing law must Nestlé Cremora adhere to when advertising this product?	(1 × 2)	(2)
5.6	Differentiate between passing-off and puffery.	(2 × 2)	(4)
5.7	Give EIGHT steps to be followed when reporting progress on Nestlé Cremora campaign.	(8 × 1)	(8)
5.8	Give THREE examples of possible features of Nestlé Cremora.	(3 × 2)	(6)
			[40]

QUESTION 6

Read the article below and answer the questions that follow:

Whose (payoff) line is it anyway? The quest to discover who put Cremora on top





Ask any South African what payoff line has stuck with them the most over the years, and there's a big chance they'll mention It's Not Inside, It's On Top, the six-word tagline of the Cremora ad seen on TV, newspaper and heard on radio just to name a few.

It's a catchphrase that has long occupied a place in our national vocabulary, appearing in headlines for articles, novels, Facebook groups, recipe books.

The premise for this Cremora ad feels like legend at this point, but it's worth repeating for those who may not be in the know. A man boils a kettle of water for what looks like a much-needed cup of coffee. He pours the hot water into the mug, smiling contentedly as the steam touches his face.

He glances for the Cremora in the fridge but doesn't see it. He then becomes frantic, pulling out jars of pickled-looking goods, almost-empty condiment bottles and even a pineapple. Naturally, he blames his wife and suspects she may have hidden it from him.

At that moment, a narrator enters to explain that because Cremora tastes so deceptively like milk (advertising does require some suspension of reality, after all), this unfortunate husband can't help but look for it in the fridge.

Eventually, the man yells for his wife, demanding to know why the Cremora isn't in the fridge.

'It's not inside, it's on top,' she responds, in a high-pitched, incredulous voice.

'It's not inside, it's onnn . . . top,' he says, mockingly at first before looking up to find the Cremora staring right at him from the top of the fridge.

By this point, the audience has not only caught on to the joke, but they've likely repeated the innuendo-laden line themselves.

[Source: https://www.news24.com/you/ChillOut/whose-payoff-line-is-it-anyway-the-quest-to-discover-who-put-cremora-on-top-20210407]

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6.1 Explain TWO benefits of using a variety of media when advertising a product. (2 × 2) (4)

6.2 Define *guerrilla marketing*. (1 × 2) (2)

6.3 Give examples of each of the following trade promotions that Nestlé can use to promote their product:

6.3.1 Trade incentives

6.3.2 Point of purchase display

6.3.3 Branded gifts

(3 × 2) (6)

6.4 The catchphrase 'It's not inside, it's on top' is an example of a copywriting element in a print ad. State the element. (1 × 2) (2)

6.5 Identify the slogan for Nestlé from the article and images above. (1 × 2) (2)

6.6 Differentiate between overline and underline copywriting elements. (2 × 2) (4)

6.7 Study the Nestlé logo below and answer the questions that follow.



6.7.1 With which Act does Nestlé comply when using this logo? (1 × 2) (2)

6.7.2 What is the importance of the Act mentioned in QUESTION 6.7.1? (2 × 2) (4)

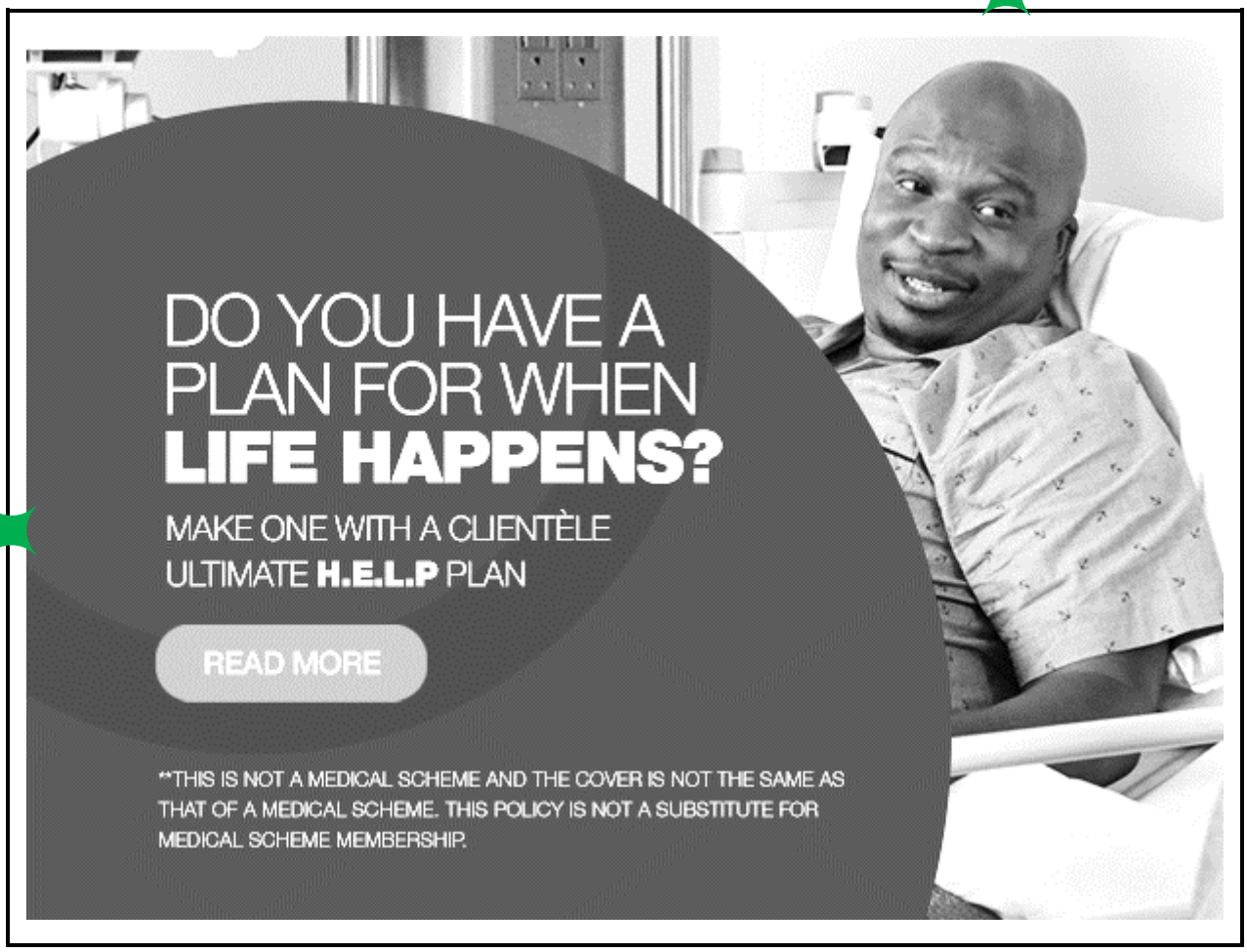
6.8 What personal qualities should Nestlé team member have for the team to be successful? (4 × 2) (8)

6.9 How can Nestlé find out about their product features? (3 × 2) (6)

[40]

QUESTION 7

Study the advert below and answer the questions that follow:



[Source: https://Clientèlemobi.co.za/]

7.1 Clientèle is an organisation that uses direct selling to advertise and promote its product.

7.1.1 What is *direct selling?* (1 × 2) (2)

7.2.2 List FOUR methods of direct selling that Clientèle can use. (4 × 1) (4)

7.2 Explain how you will analyse promotional results for Clientèle. (3 × 2) (6)

7.3 Explain the creative approach which Clientèle has used in the above advertisement. (2 × 2) (4)

7.4 State FOUR creative elements used in the Clientèle advertisement. (4 × 1) (4)

7.5 What is the Direct Marketing Association (DMA)? (1 × 2) (2)

7.6 Give FOUR criteria which mail order advertisements must adhere to. (4 × 1) (4)

7.7 Clientèle has an internal marketing department. The marketing and creative teams work together at various stages during the development of an advertising campaign.

Explain FOUR workflow stages in the development of an advertising campaign through an agency. (4 × 2) (8)

7.8 Give THREE product advantages of Clientèle. (3 × 2) (6)

[40]

QUESTION 8

Study the cartoons below and answer the questions that follow:

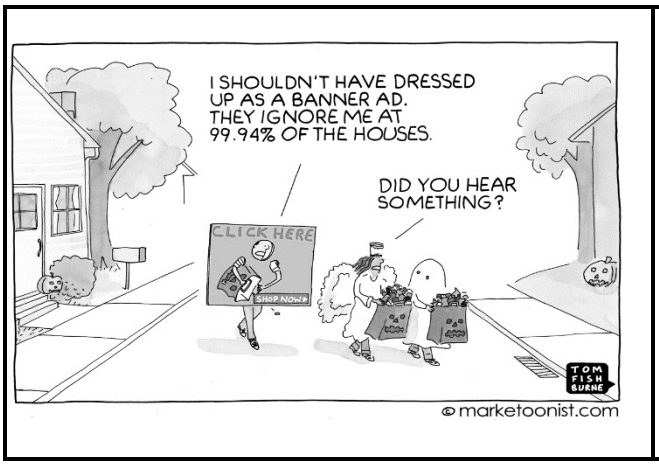


FIGURE 1

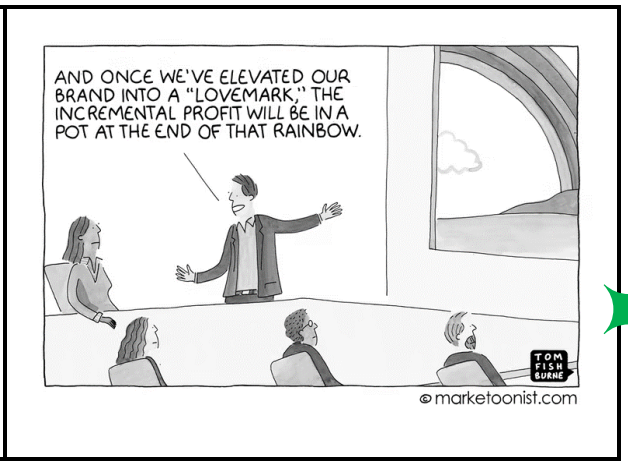


FIGURE 2

8.1 Study FIGURE 1 and 2 and answer the questions that follow:

8.1.1 Explain *banner ads?* (1 × 2) (2)

8.1.2 Under which form of advertising do banner ads fall? (1 × 2) (2)

8.1.3 Why do people ignore banner ads? (1)

8.2 Give FIVE criteria which should be considered when assessing promotional proposals. (5 × 1) (5)

8.3 Give a reason why businesses use internet websites to market their products or services. (1 × 2) (2)

8.4 Modern methods of copywriting were developed hundred years ago, and the developers are still respected today.

State any SIX of these creative philosophers.

(6 × 1) (6)

8.5 Explain the following legislations/acts that affect business operations.

8.5.1 *Constitution*

8.5.2 *Statutory Law*

8.5.3 *Common Law*

8.5.4 *Merchandise Marks Act*

(4 × 2) (8)

8.6 FIGURE 2 shows a team communicating during a meeting and there are possible barriers that may occur.

Explain FOUR ways in which a message can be distorted by the receiver.

(4 × 2) (8)

8.7 To maximise product advantages, you must study competitors.

What are the guidelines to be considered when studying competitors? (3 × 2)

(6)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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