higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 4

(3041014)

10 November 2022 (X-paper)
09:00–12:00

This question paper consists of 11 pages.

191Q1N2210

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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–L) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	A category of media used in advertising on traditional mass media	A	trade incentives
1.2	It refers to marketing and sales actions between the buyer and seller.	B	synergy
1.3	Multi-day events where all major players in a particular industry come together to showcase their products.	C	copywriter
1.4	Discounts, free goods, gifts, and cash that are offered for buying more of a product.	D	team
1.5	The person who works on the wording for advertisements	E	above-the-line
1.6	People who sell their products by shouting about their products, its features and benefits	F	street barkers
1.7	Things that you must and must not do according to law	G	trade shows
1.8	A group of individuals working together towards a common goal	H	legal rights
1.9	They manage the workflow within the agency and ensure that everything happens according to the specified time frame	I	traffic coordinators
1.10	Turning a creative idea into an actual advertisement	J	execution
		K	direct selling
		L	legal obligations

(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 Direct mail is considered to be the origination of direct sales.

2.2 Specialities are promotions that link up with marketing strategies of other brands to benefit both brands.

2.3 In the early 1800s printed pamphlets were limited to text.

2.4 The start of modern advertising was influenced by mass production during the industrial revolution.

2.5 In the middle of the 20th century legislation was passed that made advertisers accountable for messages that they sent to their prospects.

2.6 Laws prescribe how we should behave and this violates our rights.

2.7 We communicate with our seniors in a process called downward communication while they in turn communicate with their teams through a process called upward communication.

2.8 When discussing body language, posture is an important term.

2.9 Advertorial is advertising made to look like a news article in a magazine or newspaper.

2.10 Product benefits are those features that are unique to one product compared to the competition.

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences by writing the missing word or words next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 … is a written statement to the media sharing news about the company to get free publicity.

3.2 … is when someone randomly phones people whom he/she does not know with the intention of selling something.

3.3 … interview is when a company gathers information by speaking directly to customers when they buy the product.

3.4 The … uses various creative elements effectively and within budget to increase the chances of reaching the stated objectives in a promotional proposal.

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3.5 … compares two different things by making an image stand for something else.

3.6 … is to choose what we want to hear.

3.7 … is the name, logo or any other symbol used to identify a brand, product, or organisation.

3.8 … refers to unwanted e-mails and mostly e-mails advertising things.

3.9 … is a set of instructions and guidelines.

3.10 A/An … is that product benefit no other product has.

(10 × 2) **[20]**

TOTAL SECTION A: 40

SECTION B

QUESTION 4

Study the advert below and answer the questions.



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

4.1 Name the advertising media used in the advert above. (1)

4.2 State TWO other categories of advertising media. (2 × 1) (2)

4.3 Give TWO examples for each category listed in QUESTION 4.2. (2 × 2) (4)

4.4 Eskort wants an external company to develop a promotional proposal.

4.4.1 Define a *promotional proposal*? (2)

4.4.2 What are the SIX criteria which must be considered when developing a good promotional proposal? (6)

4.5 Copy elements were used in the above advertisement.

4.5.1 Name THREE copy elements used. (3)

4.5.2 Give an example from the advert of each copy element you mentioned in QUESTION 4.5.1. (3 × 1) (3)

4.6 State TWO main groups of building blocks of copywriting. (2)

4.7 There is marketing legislation/act that governs advertising of the above product.

4.7.1 State the Act that governs the advertising of the product above. (1 × 2) (2)

4.7.2 Explain the purpose of the Act mentioned in QUESTION 4.7.1. (1 × 2) (2)

4.8 There are communication barriers which prevents Eskort team members to perform well.

Give examples of barriers which could lead to communication amongst team members being ineffective. (4 × 2) (8)

4.9 Before Eskort creates an advert, they need to find as much information as possible about their product.

4.9.1 What are the THREE possible features of the product advertised above? (3 × 1) (3)

4.9.2 Give TWO benefits of this product. (2 × 1) (2)

[40]

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QUESTION 5

Read the article below and answer the questions.

OUR SPOOF CAMPAIGN: #ILOVEEATINGRUSSIANS

WHO DOESN'T LOVE EATING A RUSSIAN?

It's true! South Africa is the only country in the world where a nationally favoured delicious sausage is called a Russian.

Proudly South African brand, Eskort, is famous for producing SA's best loved Russians and other quality pork products. In line with its edgy marketing, Eskort identified the endless fun to be had with this colourful Russian description, through a series of now viral, unbranded spoof videos that capture this would-be 'misunderstanding'.

'We asked ourselves what would happen if anyone outside South Africa caught the tail end of the fact that in South Africa, we eat Russians (sausages),' says Marcelle Pienaar, Group Marketing Manager at Eskort. 'Capturing this fictitious, widely shared misunderstanding was used to tickle South Africans' funny bone by holding the mirror up for us to see what we often accept as common language or ideas, for what they really are … uniquely local.'

The Russian conversation series is the latest in a long line of cheeky, funny and truly South African content – from adverts to the much loved tongue-in-the-cheek digi-series over the Internet and YouTube, Who Got Chowed featuring the ever popular Coconut Kelz.

THE BUILD-UP

On Wednesday, 04 August 2021, a video started making the rounds. In it, a Russian is seen reacting to a 'focus group video' where excited South Africans respond to a staged question; 'So how do you feel about eating Russians?'

In the 'shocking' video, South Africans share how much they love and enjoy eating Russians – deep fried, boiled, microwaved, chopped in half – potentially graphic descriptions to anyone who is not familiar with our colourful way of talking. Unfortunately, a Russian vlogger finds the video and without context he believes he's looking at South Africans boasting about eating Russians. As you can expect, he goes crazy and tries to involve world leaders and the international media.

WHAT'S NEXT

This campaign will give voice and context to the latest Eskort TV commercial that will see the misunderstanding come full circle as South Africans weigh in on the drama. The ad will air for the first time on South African screens from Wednesday 11 August until September 2023, four times a month, on eTV between 19h00–19h30 and on SABC1 between 20h00–20h30.

[Source: *https://eskort.com/news/our-spoof-campaign-iloveeatingrussians/*]

5.1 Eskort aims to reach as many people as possible through the campaign above:

5.1.1 Define interactive media (2)

5.1.2 Did Eskort use any form of interactive media in their campaign above? (1)

5.1.3 Substantiate your answer in QUESTION 5.2.1. (1 × 2) (2)

5.2 Eskort used a 'focus group video' in their campaign.

Discuss focus groups. (4 × 1) (4)

5.3 Eskort advertised their product on television during the above campaign.

5.3.1 Give TWO advantages of using this media.

5.3.2 What are the TWO disadvantages of the media? (4 × 2) (8)

5.4 The above campaign should comply to ASA codes of practice.

Give reasons why ASA exists. (4 × 2) (8)

5.6 Marcelle Pienaar is the marketing manager of Eskort. She leads a team of experts in the department.

Explain the roles of the following team members in her department:

5.5.1 Strategist

5.5.2 Account executive

5.5.3 Production staff

5.5.4 Art buyer

(4 × 2) (8)

5.6 Design a television media schedule for Eskort using the information provided in their campaign. (7 × 1) (7)

[40]

QUESTION 6

Study the adverts below and answer the questions.



THE STANDARD BANK OF SOUTH AFRICA, LIMITED

(With which is incorporated AFRICAN BANKING CORPORATION, LTD.)

BANKERS TO THE IMPERIAL GOVERNMENT IN SOUTH AFRICA AND TO THE GOVERNMENTS OF NORTHERN AND SOUTHERN RHODESIA, NYASALAND AND TANGANYIKA TERRITORY.

AUTHORISED AND SUBSCRIBED CAPITAL
£10,000,000

PAID-UP CAPITAL
£2,500,000

RESERVE FUND
£3,000,000

GENERAL MANAGER
MILTON CLOUGH

DEPUTY GENERAL MANAGER
R. W. NORMAND

ASSISTANT GENERAL MANAGERS
J. F. GARDNER
W. GORE
W. A. COOMBS
J. T. JURGENS

HEAD OFFICE IN AFRICA—CAPE TOWN.

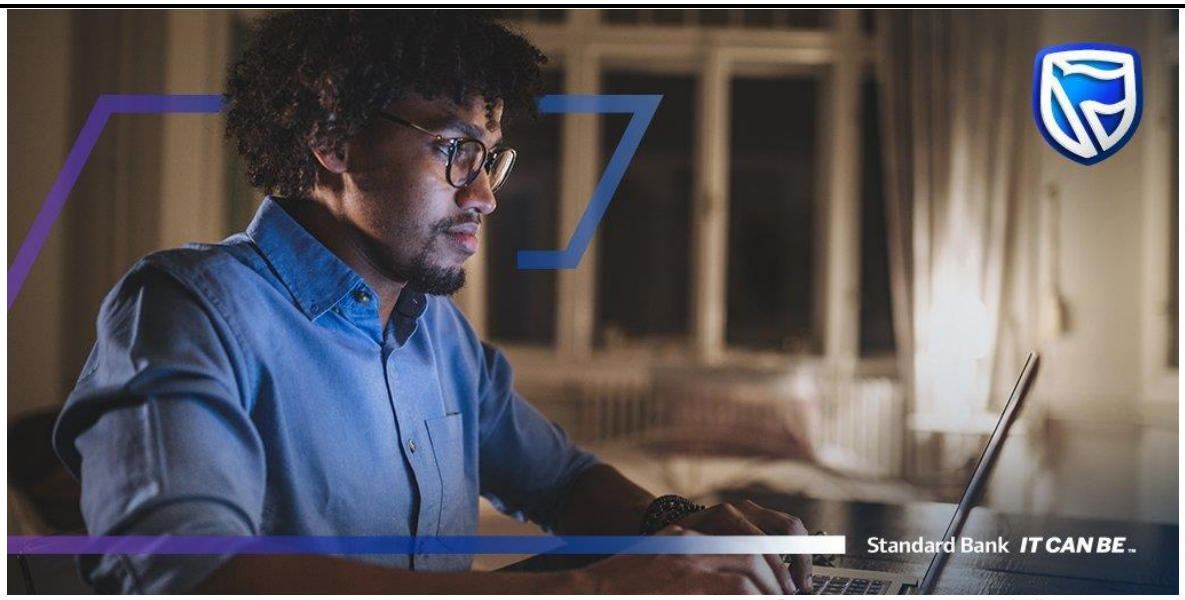
LONDON OFFICE: 10, CLEMENTS LANE, LOMBARD STREET, and 77, KING WILLIAM STREET, E.C.4.

LONDON WALL BRANCH: 63, LONDON WALL, E.C.2.
NEW YORK AGENCY: 67, WALL STREET.

WEST END BRANCH: 9, NORTHUMBERLAND AVENUE, W.C.2.
HAMBURG AGENCY: 49, SCHAUENBURGERSTRASSE.

AGENTS AND CORRESPONDENTS THROUGHOUT THE WORLD.

FIGURE 1



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

FIGURE 2

6.1 It is important for Standard Bank to pre-test promotional and marketing ideas.

Give FOUR methods which the bank can consider when pre-testing promotional ideas. (4)

6.2 Identify the differences between the two adverts (Figure 1 and Figure 2) with regards to the following:

6.2.1 Headline

6.2.2 Sentence form and length

6.2.3 Copy

6.2.4 Use of images

(4 × 2) (8)

6.3 An institution such as Standard Bank works a lot with contracts, especially when individuals apply for financial assistance.

What are the FOUR requirements for a contract? (4 × 2) (8)

6.4 The success of any team depends on effective communication amongst members.

Name SIX forms of communication used by team members. (6)

6.5 Give FOUR reasons why it is important for Standard Bank to keep record of product features, benefits and advantages. (4 × 2) (8)

6.6 Discuss how the bank can improve its product advantages. (3 × 2) (6)

[40]

QUESTION 7

Read the scenario below and answer the questions.

You have been appointed at Khazimuliswa Creations Pty Ltd as an art director. This organisation is in the business of designing and selling outdoor equipment such as chairs, tables, umbrellas, etc.

7.1 The owner of Khazimuliswa Creations has opted to use direct selling as media.

Explain THREE advantages of direct selling. (3 × 2) (6)

7.2 You are to develop a promotional proposal for the business.

Explain the factors that you will consider when assessing promotional proposals. (3 × 2) (6)

7.3 Khazimuliswa Creations wants to use a local newspaper to advertise their product.

7.3.1 What are the TWO strengths of print media?

7.3.2 Give TWO limitations of this media. (4 × 2) (8)

7.4 Khazimuliswa Creations also plan to use competitions as part of their marketing strategy.

Give THREE rules that competitions must adhere to according to the Code of Direct Marketing Association (DMA). (3 × 2) (6)

7.5 You will be expected to perform duties as an art director (2)

7.5.1 What is the duty of the art director? (1 × 2)

7.5.2 As an art director, you will have to work with others in a team.

Explain THREE sets of skills which a team member should have. (3 × 2) (6)

7.6 You have been requested to write a body copy for the advertisement of Khazimuliswa Creations.

What are the guidelines which you will consider when writing a body copy? (3 × 2) (6)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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