higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 4

7 November 2022

This marking guideline consists of 9 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 Notes page
1.2 Videos
1.3 Hierarchical
1.4 Physical evidence
1.5 Sales letter
1.6 Organisational ethics
1.7 Procurement
1.8 Marketing
1.9 Symbols
1.10 Legal requirements
1.11 Prejudice
1.12 Salutation
1.13 Appendices
1.14 ASA
1.15 Query

(15 × 1) **[15]**

QUESTION 2

2.1 False
2.2 True
2.3 True
2.4 True
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 A
3.2 B
3.3 B
3.4 C
3.5 C

(5 × 1) **[5]**

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 4

4.1
- Make sure that you share information about the organisation's plans with your employees.
- Ask customers for information about their preferences, wants, needs and expectations, and about their experiences with your organisation.
- Tell key stakeholders (customers and suppliers) when you are thinking of changing a product or packaging.
- Use press releases and update your website to share information with customers and potential customers about promotions.
- Hold special previews of new products for key stakeholders.
- Keep in touch with your local community by sponsoring a community project or a person from the community.
- Arrange public meetings to discuss major projects that affect communities and special interest groups and to gather information from them about their interest.
- Engage with special interest groups that affect your organisation to allow them to update you with the latest information and to enable you to communicate how you're trying to address their interests.
- Ensure that you always comply with government laws and regulations to avoid non-compliance that might compromise stakeholder regulation.

(Any 5 × 1) (5)

4.2 4.2.1
- Black
- White
- Indians or Asians
- Coloured (4)

4.2.2
- Zulu
- Ndebele
- Xhosa
- Swati
- Tsonga (Any 2 × 1) (2)

4.2.3
- Food
- Clothing
- Music and dances
- Language and literature (Any 2 × 1) (2)

4.2.4
- Gender and sexual diversity
- Age diversity
- Race diversity e.g. (blacks, whites)
- Religion, culture, and spiritual beliefs diversity
- Language
- People living with disabilities (Any 4 × 1) (4)

4.2.5
- Adverts should not undermine or discriminate against another gender, or sexuality.
- Adverts for an organisation should be done by people of legal age, not exploit children.
- Adverts for the organisation should be accepted by all races.
- Adverts should be in the language of the target markets and respect all the languages
- Adverts should not degrade or mock people who are living with disabilities
- Adverts should respect other people's culture, religion, and language (Any 4 × 1) (4)

4.3
- Words and phrases that might have racist connotations.
- Words and phrases that might offend some religious groups.
- Swearing or derogative words.
- Slang words that you know the meanings of, but the audience might not know.
- Informal language that you might use with friends or in your community.

(Any 4 × 1) (4)

4.4
- People should work in jobs that uses their skills, experience and abilities.
- The organisation should provide opportunities for employees to develop their careers.
- The organisation should train employees in the marketing culture it wants.
- The organisation should allow employees to shape their roles according to their strengths.
- The organisation should recognise and reward its best-performing employees.
- The organisation should keep its employees updated about any changes taking place. (Any 5 × 1) (5)

[30]

QUESTION 5

5.1 5.1.1

- A list of the information that you want to get in the interview
- A list of questions you want to ask at the interview
- A summary of the marketing project
- Samples of proposed products
- A Gantt chart showing the timescale for the project
- A survey for interviewees to complete
- Details the interviewees provided before the interview
- A proposed contract for signature at the end of the interview.

(Any 5 × 1) (5)

5.1.2

- What inspired you to pursue a career in marketing?
- What social media channels are you familiar with?
- What do you think are the three essential skills for a career in marketing?
- What kind of management style do you prefer?
- Where do you see yourself in five years? (5)

5.1.3

- Motivation to listen
- Receiving the actual stimulus
- Paying attention
- Understanding the words
- Interpreting the message
- Evaluating the message
- Remembering the message (Any 4 × 1) (4)

5.2

5.2.1 living
5.2.2 further
5.2.3 spacious
5.2.4 geyser
5.2.5 burglar
5.2.6 fifteen
5.2.7 thirteen
5.2.8 see
5.2.9 hear
5.2.10 sincerely

(10)

5.3

- The format that the customer used ✓to raise his/her complaint to you. ✓
- The organisational policy about responses to customers' complaints ✓or communicating with customers. ✓
- How urgently the message must be communicated, ✓if the message is not urgent, then a format that is not urgent would be suitable but when the message is urgent, the urgent method of communication will be used✓
- The format that the customer indicated ✓he or she would prefer.✓

(Any 3 × 2) (6)

Copyright reserved

[30]

QUESTION 6

6.1

NSFAS
National Student Financial Aid Scheme ✓

To: All the students✓

From: NSFAS communication officer✓

Date: 13th November(any date)✓

Subject: Application for next year's financial period✓

Message: Next year's financial period will open on the 15th of November and closes on the 1st of December.✓ Only online applications will be accepted.✓

Applicants must use the link found on the website, www.nsfas.gov.za✓

Carol Mnguni✓
NSFAS Communication officer✓ (10)

6.2

- Attention: reader's attention can be gained by including a big and bold heading or statement at the top of the pamphlet✓ E.g., 2022 NSFAS Applications✓
- Interest: making the reader want to continue reading the pamphlet: ✓ e.g., *getting a shot @Nsfas-funding* has never been so easy✓
- Desire: to create desire in your reader to learn more about the product, you provide further details about the product and services you are offering: ✓ e.g., our online application process is easy, quick, and safe. Don't get left behind or wait until the eleventh hour to get your *shot @ funding* ✓
- Action: the call action must inform and persuade the reader to take some kind of action✓: e.g., follow these simple steps and submit your application online:✓

- Step 1: Go to www.nsfas.org.za and click on the 'myNSFAS' tab
- Step 2: Create a myNSFAS account
- Step 3: Click on the 'apply' tab and complete sections on the screen
- Step 4: Upload required supporting documents where applicable
- Step 5: Click 'submit'

(Any 4 × 2) (8)

6.3 Press Release

MEDIA STATEMENT✓

05 DECEMBER 2022 (Any date) ✓

KFC South Africa will be introducing new spicy Zinger wings popcorn chicken in its all outlets in South Africa. The zinger wings come in different flavours namely: lemon and herb, hot spicy and meld flavours.✓ The all-time fun favourite Popcorn Chicken has levelled up with a fiery twist that's not for the faint-hearted.✓

So, for those that love our 100% chicken breast Popcorn Chicken and dare to pop it like it's hot, it's available in the restaurant, for takeaway and mobile ordering via the KFC app for just R30.✓ In addition, if you do happen to stop by a KFC restaurant (outlet), you will have the chance to upgrade to a meal with Regular Fries and a drink for just R40. However, do not worry; you can also get it on delivery for R35. ✓
Go and get it while it's hot…✓
Zinger wings Popcorn chicken will be available in all South African stores from the 5th of December 2022. ✓

Ends.
Enquiries: KFC Communication✓
011 536 6000(5)
www.kfcsouthafrica.com

Issued by KFC Communications and Marketing South Africa✓ (10)

6.4 NOTE: These are just perceptions not facts; markers must not be offended by the responses.

- White people are rich
- They are employers
- They are managers/bosses
- They love rugby and cricket (Any 2 × 1) (2)

[30]

QUESTION 7

7.1 7.1.1 Is a document that gives details about the product or services ✓that you can provide to meet a prospective customer's needs. ✓ (2)

7.1.2
- It provides an outline of a possible business transaction between a marketer or seller and a buyer.
- It serves as a statement of intent
- Once the proposal is accepted by the customer, it is a legal contract between the marketer and the customer. (3)

7.1.3
- If there is a reasonably certain chance that you will get the prospect's business.
- The proposal can explain the benefits and value to the prospective customer.
- You need to explain in detail why your product or service is better than the competition.
- If the transaction, which you are proposing, is for a big amount
- It could be the start of an ongoing relationship with the prospective customer (5)

7.1.4
- Title page:✓ Is the front page of the document.✓
- Table of contents:✓ The page will contain a list of the topics that are covered in the marketing proposal as well as the page numbers✓
- Executive summary:✓ The separate section at the beginning of your proposal that provides brief information about your organisation and gives the prospective customer a summary of what you will do for them.✓
- The body:✓ The section that description of the product or services offered, the benefits to the prospective customer, value proposition to a prospective customer, price of the product or services on offer, and terms and conditions.✓
- Conclusion:✓ The last section of the body of the proposal, the section provides a quick summary of the main points in your proposal and states what you would like the next steps to be in the process.✓ (5 × 2) (10)

7.2

INTRODUCTION AND WELCOME
Good Morning Everyone
Welcome to today's presentation.
My name is Ike Jacobs

PURPOSE OF THE PRESENTATION
The purpose of today's presentation is to unpack the compiled marketing proposal to you.

BODY OF THE PROPOSAL
- Price of the product
- Product description
- Terms and conditions

CONCLUSION
Thank you very much for listening to the presentation. We hope to hear from you soon.

APPENDICES
See the attached appendices that give a breakdown of the prices.

Mark allocation:
(1 mark per slide for slide design and 1 mark for the marketing proposal elements) (5 x 2)(10)

(10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150