higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 4

16 November 2023

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1 Stereotyping
1.2 Norm
1.3 A marketing proposal
1.4 offer
1.5 memo
1.6 Punctuation
1.7 TV
1.8 A5
1.9 Editing
1.10 table of contents
1.11 PowerPoint
1.12 Brown people
1.13 Diversity
1.14 fax
1.15 report

(15 × 1) **[15]**

QUESTION 2

2.1 False
2.2 False
2.3 False
2.4 True
2.5 True
2.6 False
2.7 True
2.8 True
2.9 True
2.10 True
2.11 True
2.12 False
2.13 True
2.14 True
2.15 False

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 3.1.1

- Make sure that they display information about the organisation's marketing campaigns on the department's notice board.
- Discuss how their departments contribute to and will continue to contribute to current campaigns.
- Provide and discuss market research information to determine how their departments can use it to improve performance.
- Discuss the interaction between customers and the organisation, like customer complaints and agree on how their departments should handle them.
- Ask colleagues to suggest how their department could become more marketing orientated.
- Give feedback to their colleagues about how their actions improved customer relations.
- Ensure that colleagues use opportunities for marketing training.

(Any 5 × 1) (5)

3.1.2

- Cultural diversity
- Racial diversity
- Religious diversity
- Age diversity
- Sex/Gender diversity
- Sexual orientation
- Differently abled

(Any 5 × 1) (5)

3.2 3.2.1 Shareholders have a vote on business objectives,✓ can directly influence its stock market value✓ and provide or withhold investment. (Any ONE)

3.2.2 Employees can influence strategy and corporate governance.✓ They can also have an immediate impact on output by refusing to work.✓ Employees can have an opinion on websites by rating employers, which can affect the ability of the organisation to attract and retain top talent. (Any ONE)

3.2.3 Government/Regulatory bodies can affect the organisation through laws of the country,✓ tax✓ and even prevent them from trading if they overstep legal and ethical bounds. New laws can restrict operations, while access to funding can boost them. (Any ONE)

3.2.4 The community supplies the organisation with labour.✓ It can affect the organisation with its activities like community demonstrations, etc.✓ If business activity has negative consequences for the community, their opposition can present significant challenges. (Any ONE)

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3.2.5 Suppliers generate various benefits for manufacturers.✓ They positively affect manufacturers' performance regarding cost,✓ quality, delivery, flexibility and product development. (Any ONE) (5 × 2) (10)

3.3
- Product
- Price
- Promotion
- People
- Place (5)

3.4
- Woolworths sells quality products.
- Woolworths sells expensive products.
- Woolworths is for upper-class people.
- Woolworths values and respects their customers.
- Woolworths' staff members are more friendly and helpful to their customers as compared to other stores. (Any relevant 5 × 1) (5)

[30]

QUESTION 4

4.1
- Text (A to Z or Z to A)
- Numbers (smallest to largest or largest to smallest)
- Dates and times (oldest to newest and newest to oldest) in one or more columns
- Custom lists (such as large, medium and small)
- Format (including cell colour, font or icon set) to inspire the potential customer (Any 3 × 1) (3)

4.2
- Use letters and images that are big enough✓ that people at the back of the room can easily read it.✓
- Write text in a clear font✓ that people at the back of the room can easily see and read.✓
- Avoid using all capital letters for text; ✓rather use a capital at the beginning of an item followed by lower case letter.✓
- Use at least a 20 pt font for headings ✓and at least 16 pt for information.✓
- Do not overcrowd slides by including too much information on one slide. ✓ A good benchmark is to keep slides to no more than five lines of information.✓
- Reduce information to short summaries; avoid long, complicated sentences on a slide.
- Avoid using moving images on slides unless they help the audience to understand the content.
- Remember that the sharp images and colours on a computer screen may lose colour and sharpness when shown on a large screen.
- When you include complex statistics and tables in a slide presentation, always give handouts to members of the audience. (Any 5 × 2) (10)

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4.3
- Voice recorder
- Pens and paper
- Laptop
- Cables and cords
- Right projector and viewport
- Right chairs and table
- Water bottles, teacups and other refreshments (Any 5 × 1) (5)

4.4
- Paying attention
- Showing that you are listening
- Providing feedback
- Deferring judgment
- Responding appropriately
- Understanding the words
- Receiving the actual stimulus (verbal and nonverbal)
- Being motivated to listen (Any 5 × 1) (5)

4.5
- Information on books
- Information on adverts
- Information on magazines
- Information on articles and article citations
- Information on encyclopaedias
- Information on journal collections
- Information on newspaper articles (Any 5 × 1) (5)

4.6
- Flipcharts
- Whiteboards and chalkboards
- Videos
- Product samples
- Demonstrations
- PowerPoint presentations
- Overhead projectors (Any 2 × 1) (2)

[30]

QUESTION 5

5.1

Media statement Eskom✓ (**28 December**) (any date)✓

Load shedding will be reduced to stage 1 from 17:00 this afternoon until 22:00 tonight.✓ Stage 1 load shedding will again be implemented the same time tomorrow afternoon due to a continued shortage of generation capacity.✓

While this is currently the case, Eskom cautions the public that as the shortage of generation capacity persists, the system will continue to be constrained with an elevated risk of load shedding over the coming weeks.✓

Eskom will continue to closely monitor the system, adjust and communicate any changes as may be necessary. We appeal to all South Africans to help limit the impact of the shortages by continuing to reduce the usage of electricity and to switch off all nonessential items.✓

The affected areas will be Soweto, Midrand, Tshwane CBD and some parts of KwaZulu-Natal.✓

Eskom apologises for the implementation of load shedding and is working around the clock to return to service as many units as possible.✓

ENDS✓
Media Communication Office
www.eskom.co.za
011 562 5980✓

[Source: *https://www.eskom.co.za/category/news/*]

MARK ALLOCATION

The press release must address the following:

Layout: **4 Marks**

Topic and date**:** 2 Marks
Ending: 2 Marks (Word: ENDS and contact details of Eskom)

Content: **6 Marks**

Use the example above – Content should cover

Who?
What?
Why?
When?
Where?
Paragraph of goodwill

(10)

5.2 5.2.1

To: ✓……..

From: ✓…….

Date: ✓…….

Subject: ✓……

Message: ✓…….

End
Name surname or initial and surname✓
Positon
Signature

(Any five elements in the format) (5)

5.2.2

To: ✓……..

From: ✓…….

Date: ✓…….

Subject: ✓……

Message taken by: ✓……. (5)

5.2.3

Letterhead✓

First address(sender) ✓
(any date)✓

Second address(receiver)✓

Salutation/greetings ✓

Subject line/heading✓

Body✓

Yours faithfully/sincerely✓
The writer of the letter's name (any name)✓
Position of the writer✓ (10)
[30]

QUESTION 6

6.1
- The marketing proposal needs to protect both the seller and the buyer ✓to make sure that both parties are satisfied with the transaction. ✓
- The proposal must specify the price or other value that the buyer ✓will give in exchange for the product or service.✓
- The proposal must spell out exactly what the product or service offering consist of ✓and what benefits the buyer can expect.✓
- It needs to say how long the offer will remain valid.
- It may need to specify certain inclusions and exclusions.
- Marketers may not misreport their offer.
- The proposal must indicate the terms and conditions of the proposal.
- The marketer must research the client before writing a marketing proposal for a client. (Any 3 × 2) (6)

6.2
- Do not use ruthless tactics✓ to ensure survival and growth in fiercely competitive marketplaces.✓
- Emphasise protecting those who are vulnerable to manipulation, ✓ like the elderly, differently abled and children.✓
- Respect consumers' rights✓ to complaint, redress, access to information and privacy.✓
- Make honest, truthful, balanced and fair statements✓ in all business dealings with customers and other stakeholders. ✓
- Practise marketing that complies or adhere✓ to legal requirements. ✓
- Do not show or model inappropriate ✓and inhuman behaviour.✓
- Develop and deliver appropriate products, which are not harmful to the customer and that are legal. (Any 5 × 2) (10)

6.3 6.3.1 The executive summary is a separate section at the beginning of the proposal that provides brief information about the organisation,✓ gives a summary of what will be done for the prospective customer,✓ and lists the main argument why the prospect should select the organisation as a service provider.✓ The executive summary must be customer-focussed and benefit the customer.✓ The executive summary should not be more than one to two pages.
(Any relevant 4 × 1) (4)

6.3.2 This section contains information on the conditions which the proposal is based on:

- The duration of the proposal
- The price of the service or product
- The payment method and conditions
- The personnel responsible for executing the proposed service

(Any relevant 3 × 1) (3)

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6.3.3 This is a first section in the body of the proposal where you start giving details about the product or service. The section seeks to address the following:

- The characteristics of the product, service and functions in detail
- How to provide the product or deliver the services
- How long it will take
- Which resources, such as people or equipment, are needed

(Any relevant 3 × 1) (3)

6.4
- The format that the customer used – if the customer used an email you should respond using email as well
- The organisational policy
- How urgently the message must be communicated
- The format the customer indicated he/she would prefer (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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