higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE (VOCATIONAL)

## ADVERTISING AND PROMOTIONS
## NQF LEVEL 3

## 6 December 2023

**This marking guideline consists of 6 pages.**

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## SECTION A

### QUESTION 1

1.1 False
1.2 True
1.3 True
1.4 True
1.5 False
1.6 True
1.7 True
1.8 False
1.9 True
1.10 True

(10 × 1) **[10]**

### QUESTION 2

2.1 A
2.2 D
2.3 E
2.4 B
2.5 F
2.6 G
2.7 I
2.8 C
2.9 H
2.10 J

(10 × 1) **[10]**

### QUESTION 3

3.1 Trade
3.2 Oligopoly
3.3 Strength
3.4 Job description
3.5 Reflection
3.6 Expert
3.7 Call centre
3.8 Tactics
3.9 Market
3.10 Print

(10 × 1) **[10]**

**TOTAL SECTION A: 30**

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## SECTION B

## QUESTION 4

4.1 Consumer Promotion or Sales Promotion (2)

4.2 A marketing strategy is broader than a sales strategy✓ and will often include a sales strategy as part of the marketing plan.✓ All the promotional tools aim to increase sales✓ and an increase in sales is usually the result of good marketing.✓ The marketing activities and strategy aim to tell✓ prospective buyers about the company and the product.✓ (3 × 2) (6)

4.3
- Merchandise required✓ – work out what merchandise or products you need for the strategy and identify where to get them✓.
- Promotional material required✓ – work out the promotional material needed e.g., posters, billboards, and samples to give to customers✓.
- Time frames✓ – it is important to set timelines for everything required to implement the strategy, e.g., promotional material must be delivered on time✓.
- Implementing plans✓ – it involves execution of the plans that have been put in place. Keep to time frames and the budget✓.
- Training staff for implementation✓ – people who are going to do promotions must be trained to know what they must do and how to do it✓. (Any 5 × 2) (10)

4.4 Step 1: Identify the target market
Step 2: Decide on the message that you want to communicate
Step 3: Decide on the amount of money you want to spend
Step 4: Select the promotional elements you will use
Step 5: Implement the plan
Step 6: Decide how the results are to be measured (6 × 2) (12)
**[30]**

## QUESTION 5

5.1.1 Soft drink (1)

5.1.2 Coca-Cola (1)

5.1.3 The difference between a product and a brand is that a product is made by a company✓✓ and can be purchased by a consumer in exchange for money while brands are built through consumer perceptions, expectations, and experiences✓✓. (2 × 2) (4)

5.2
- Advertising is done to build brand image and increase sales✓, while promotion is used to push short-term sales✓.
- Advertising aims to create brand awareness and persuade customers to buy the product✓ while sales promotion focuses on stimulating immediate sales through incentives like discounts or special offers✓.
- Advertising provides a reason to buy the product✓, while promotion offers a short-term incentive to purchase✓.
- Advertising campaigns are created to create a brand identity, the effects are noticeable over time. Sales promotions are much more urgent and concentrate directly on the profits.
- Promotions are directly linked with sales while advertising is an assumption that it may lead to sales.
- Advertising influences attitudes and feeling – it affects the way customers feel about products. (Any 3 × 2) (6)

5.3 5.3.1 A full-page colour advertisement in local newspapers

5.3.2 Create a billboard to be placed next to national highways to re-enforce the message.

5.3.3 Run a short 30-second voice clip advert on radio stations.

5.3.4 Create and send SMS, MMS or WhatsApp messages to customers about the product. (4 × 2) (8)

5.4 Mass market is designed to sell to as many people as possible.✓✓ These are products that everybody needs on a daily basis✓✓ and many different companies sell the products.✓✓ It is important to use media that will reach as many people as possible for them to know about your product.✓✓ Examples of mass market products are bread, sugar and milk.✓✓ (5 × 2) (10)

**[30]**

## QUESTION 6

6.1




(TWO marks for correct horizontal and vertical lines.) (5 × 2) (10)

6.2
- Amount of work done by employee
- Quality of work done
- Employee's knowledge of the job or product
- Employee's technical skills or other skills
- Arriving at work on time
- Being able to work as a team member (6)

6.3
- Being honest with others in the organisation✓✓.
- Being honest with the public in advertising and promotions✓✓
- Producing safe products✓✓
- Obeying laws such as the law about the health and safety at work✓✓.
- Telling the truth about one's own education and work experience✓✓.
- Not doing harm to anybody else in the organisation by action or words.
- Not harming the environment. (Any 5 × 2) (10)

6.4
- Personal interaction with customers
- Developing relationships with customers
- Keeping in touch with the marketplace
- Product information
- Competitor information
- Customer relationship programme (Any 4 × 1) (4)

**[30]**

## QUESTION 7

7.1
- Identify the target market✓ – always start by identifying the target market.✓
- Decide on your communication objective✓ – decide on the reasons why you want to release a message.✓
- Design the message✓ – decide how you want to influence the public through your message.✓
- Select the media to be used✓ – select the best suited media that the public will be exposed too.✓
- Timing of the message✓ – you need to put a date on your message in order for the media to know when to release it.✓
- Release the message✓ – sending the article to the media.✓
- Monitor the response✓ – you need look for any changes in the public's attitude towards your business.✓ (7 × 2) (14)

7.2 They state the details of the job or service that the service supplier will supply,✓✓ the time when it must be started and when it must be finished,✓✓ the amount of money the organisation will pay for the job,✓✓ and when the organisation will pay this money.✓✓ The organisation and the service supplier must sign the agreement.✓✓. If the service supplier does not do the job properly or finish the job on time, the organisation does not have to pay the service supplier. (4 × 2) (8)

7.3 7.3.1
- Provides pictures and sound
- Has colour and movement
- Can be creative
- Viewers remember advert
- Large audience (Any 4 × 1)

7.3.2
- Expensive
- Cannot target one audience
- Viewers can miss adverts during breaks
- Noise and other programmes around (4 × 1) (8)

**[30]**

**TOTAL SECTION B: 120**
**GRAND TOTAL: 150**

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