higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICAITON
NQF LEVEL 3

17 November 2023

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

2.1 external referral
2.2 Font
2.3 orange
2.4 internal referral
2.5 Marketing objectives
2.6 motivation
2.7 Experienced consumers
2.8 Yellow
2.9 checklist
2.10 Physical motivation

(10 × 1) **[10]**

QUESTION 3

3.1 C
3.2 A
3.3 A
3.4 B
3.5 D
3.6 D
3.7 D
3.8 A
3.9 D
3.10 B

(10 × 1) **[10]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 4

4.1.1
- To reach a wider/global market and also to acquire new customers/buyers
- To grab the attention of new and loyal/existing customers
- To demonstrate creativity, which is one of the strongest drivers for the sale of products and profitability
- Creativity principles allow the organisation to distinguish between their own product and that of competitors.
- Creativity principles allow the organisation to strengthen and reinforce the brand in the mind of their target market/customer; therefore, the communication needs to be consistently distinctive. (5 × 2)

(10)

4.1.2
- Tracing the consumers of Nike
- Standardising the Nike products
- Promoting the Nike products
- Responsible for sales
- Financing and pricing
- Establishing stores
- Product development (Any 5 × 1) (5)

4.1.3
- Invoices
- Records form
- Sales contract
- Stock control document
- Sales slip
- Thank you letter
- Apology letter (Any 5 × 1) (5)

4.1.4
- Salary: A remuneration that the employee gets every month
- Commission: A certain percentage of the amount of the sales that they make
- Bonus: Extra money paid to the employee who has done something out of the ordinary. It is paid at the end of the year/ during the employee's birthday month.
- Expense account: A special account with money that salespeople can use to pay for things such as telephone calls and travel costs that they spend money on as part of their job
- Fringe benefits: Benefits that the staff members/personnel receive in addition to salary, commission and expense account (5 × 2) (5)

[30]

QUESTION 5

5.1 5.1.1

- To inform the potential customer about the product and service
- To remind the customer about your product and service
- To persuade the customer to buy your product and service
- To inspire the potential customer (Any 3 × 1) (3)

5.1.2

- Prepare well for the presentation by making sure, a day or more before the time, that your presentation materials are ready.
- Practise before the day of the presentation to eliminate possible errors.
- Listen to the sound of your own voice. The best way to do this, is to use a voice recorder; this will enable you to hear how you sound.
- Speak clearly/enunciate. Open your mouth, do not mumble. Slow down if necessary. Lower your voice – speak from your diaphragm. Project your voice – use energy when you speak. Use appropriate animation.
- Pay attention to your breathing. To talk properly during the presentation, you should breathe properly. Every time you get nervous, you should take a deep breath.
- Eat before the presentation starts to reduce and cope with nervous tension.
- Dress for success. Dress comfortably and appropriately for the situation. Look your best.
- Challenge negative thinking and embrace positive thinking.
- If you need to, express your fears to a friend.
- Review cards containing inspirational thoughts.
- Go to the venue early to get equipment and your podium ready.
- Exercise immediately before the talk to reduce adrenalin levels.
- Use the podium to practise grounding strategies. Touch the podium to steady yourself and to remind yourself that you are safely connected to the ground, which is firm and steady beneath your feet. (Any 5 × 2) (10)

5.1.3

- Make sure everyone can see the product that you are demonstrating.
- Explain every step of the way.
- If possible, let people touch the product.
- Show all the possible uses of the product or service you are demonstrating.
- Make sure that you present and demonstrate features that specifically benefit the buyer.
- Encourage the audience to ask questions while you do the demonstration.
- Use simple, clear language. (Any 5 × 2) (10)

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5.2
- Letterhead and date
- The name and address of the recipient
- The greeting/salutation
- The headline or opening line
- The lead paragraph
- The body
- The closing paragraph (Any 5 × 1) (5)

5.3
- Product
- Price
- Place
- Promotion (Any 2 × 1) (2)

[30]

QUESTION 6

6.1



Marks allocation:
FOUR marks: AIDA principles application on the signage (the signage should focus on getting the attention or interest of the customer, and lead to desire and action by the customer)
TWO marks: Overall impression of the signage
TWO marks: Creativity and design of the signage
TWO marks: Name, logo or image of the hotel on the signage (10)

6.2
- Signage must be easy to read:✓ The signage must not contain many words. Use big, bold letters. Also avoid difficult words or industry jargon.✓
- Signage must create interest:✓ Do not tell the whole story about the product or service on the signage. That way, the customer would be interested in finding out more about the product or service on the signage.✓
- Signage must draw attention:✓ The signage must have something unique to draw the attention of the customer, like pictures, bright colours and creative font. ✓
- Signage must get audience to act on stimuli:✓ The signage must evoke the customer's emotions and spur them on to action. This can be achieved by indicating the advantages of the product or service on the signage, as well as where and how the customer can get hold of the product or service.✓

(Any relevant explanation) 4 × 2) (8)

6.3
- Low costs
- Flexibility
- Wide reach
- Targeting
- Attract more interest.
- Get new customers.
- Brand the business.
- Create impulse sales.
- Brand the location of the business. (Any 5 × 1) (5)

6.4
- Integrated marketing communication is the combination of different types of marketing communication to send the same message to the consumer.✓✓ The concept of integrated marketing communication dates back to the late 1980s.
- The need for integrated marketing communication arose because of businesses realising that there were other more efficient and cost-effective ways to reach customers.✓
- Focusing advertising efforts in more ways became necessary for the growth of businesses and relevant to the customers and the industry. Prior to the late 1980s, only PR, advertising, events, and direct marketing existed✓. However, as technology evolved in the mid-1990s, electronic media became an important aspect of integrated marketing.✓ Integrated marketing allowed businesses to more easily shift their marketing strategy as technological advances occurred. As a result, IMC became an essential marketing method.✓✓ (Any relevant explanation) (7)

[30]

QUESTION 7

7.1 7.1.1

- Action minutes:✓ record the decisions reached and the actions to be taken, though not recording the discussion that went into making the decisions✓
- Discussion minutes:✓ are lengthy and may include information which is not essential to the focus of the meeting. It may be necessary to keep discussion minutes in a situation where the process behind the decisions may be in question.✓
- Verbatim minutes:✓ like transcripts, they are a record of every single word said at a meeting. They are often long and can be difficult to skim for a particular piece of information. ✓
- Investigative minutes:✓ minutes taken by an investigator who interviews someone who is involved in, or has information on, the matter under investigation✓ (Any 2 × 2) (4)

7.1.2

- Date and time of the meeting
- Names of the participants/attendees
- Purpose of the meeting
- Agenda items and topics discussed
- Action items
- Next meeting date and place
- Documents to be included in the report (Any 5 × 1) (5)

7.1.3

- Sending a physical copy of the meeting minutes in the mail
- Emailing the minutes to each attendee
- Using a cloud-based sharing tool such as Google Docs
- Posting the minutes to your company website

(Any relevant 4 × 1) (4)

7.2

- The Independent Communication Authority of South Africa (ICASA):✓ responsible for making regulations and policies that regulate the broadcasting and telecommunications industry.✓
- The Institute of Marketing Management (IMM):✓ Responsible for training and developing of marketers to ensure that they meet customers' needs. ✓
- Audit Bureau of Circulation (ABC):✓ responsible for investigations from time to time to check that publishers of books, magazines and other media do not lie about their circulation figures. ✓
- Advertising Standards Authority (ASA):✓ Responsible for ensuring that all advertising is legal, decent, honest and truthful and is prepared with a sense of responsibility to the consumer. ✓
- Consumer courts:✓ Responsible for protecting the rights of consumers and have the right to order changes in practice, impose administrative fines and obtain interdicts. ✓ (5 × 2) (10)

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7.3
- Give your name, position and telephone contact number of your organisation.
- State that you have received the customer's complaint and that you will deal with it.
- Apologise to the customer. However, do not admit a fault by apologising.
- Go through the customer's complaint calmly and ask questions about things that are not clear.
- Be prepared to listen to comments that are outside your usual range of product.
- Summarise the information you have without drawing any conclusions.
- Ask the customer to confirm that your summary is correct. (Any 5 × 1) (5)

7.4
- Marketing is about finding out what customers need and want, providing products and services that meet those needs and wants, and telling consumers about these products and services.
- Marketing is the process during which the organisation determines the needs and wants of consumers and creates products and services to meet these needs and wants.
- Marketing is the execution and planning process of product, price, promotion and distribution of ideas, goods and services with the aim of establishing a trade which will satisfy the customer's needs and company's objectives.
- Marketing refers to all activities aimed at achieving customer satisfaction, which includes the price that the business charges for the product, places where the products are sold, the service that their employees delivers, as well as all the advertising and selling activities.

(Any relevant answers 1 × 2) (2)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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