higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## ADVERTISING AND PROMOTIONS
## NQF LEVEL 2

(3041012)

**10 December 2020 (X-paper)**
**09:00–12:00**

**This question paper consists of 9 pages.**

469Q1N2010

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**TIME: 3 HOURS**
**MARKS: 150**

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**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

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 The attention that someone or something gets from the media is called publicity.

1.1.2 When an advertisement goes straight to the consumer, it is known as direct marketing.

1.1.3 Affective response is when customers respond to an advert by thinking about what an advert is telling them.

1.1.4 A hallmark is a blend of communication tools and techniques used to communicate with the customer.

1.1.5 Managers should have time management skills to perform their work effectively.

1.1.6 Body language refers to behaviour that is nonverbal.

1.1.7 Companies develop a dress code so that every employee in the workplace can look professional and presentable.

1.1.8 When an unexpected guest arrives at your organisation without an appointment, he/she should be dismissed politely.

1.1.9 A negative attitude helps you to work better with your team.

1.1.10 Listening leads to better communication in the workplace.

(10 × 1) (10)

1.2 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 1.2.1 | Different methods used to promote a product or service to a customer | A | public relations |
| 1.2.2 | The business provides information about itself and the products and/or services it offers | B | intranet |
| 1.2.3 | A technique of sales promotion | C | code of conduct |
| 1.2.4 | It uses technology to improve communication within the organisation | D | promotional mix |
| 1.2.5 | Its advantage is that the sales representative can demonstrate the product and answer questions | E | sexual harassment |
| 1.2.6 | A set of rules, laws or principles that describes how people should behave within a business | F | giving out coupons |
| 1.2.7 | It is an example of unwanted, unwelcome or inappropriate conduct in the workplace which results in disciplinary action being taken | G | ethics |
| 1.2.8 | The expectation between an employee and employer that both sides are expected to honour | H | assertive |
| 1.2.9 | Being able to speak about unpleasant things in a way that offends nobody | I | psychological contract |
| 1.2.10 | Principles and values that guide behaviour in the workplace | J | personal selling |

(10 × 1) (10)

1.3 Complete each of the following sentences by choosing a word from the list below. Write only the answer next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

| budget; posture; target audience; promotional strategy; interactive; etiquette; personal selling; customers; productivity; |
|---|

1.3.1 The good image of a company is based on the … of its members.

1.3.2 … refers to unwritten rules that guide behaviour in the workplace.

1.3.3 … is the ability to do more work with less time and effort.

1.3.4 … is a group of people that the advert is aimed at.

1.3.5 In the work environment, employees are expected to have a … attitude.

1.3.6 … are always an advertiser's primary focus.

1.3.7 … is required to use all the promotional tools to ensure success.

1.3.8 When a salesperson contacts a prospective buyer to sell a product or service, it is called ...

1.3.9 Advertising holidays on the internet is an example of … marketing.

1.3.10 … is a careful plan that sets out what the marketing manager is trying to achieve.

(10 × 1) (10)
**[30]**

**TOTAL SECTION A: 30**

## SECTION B

## QUESTION 2

Study the picture below and answer the questions.




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

2.1 Identify the type of media shown in the picture above. (2)

2.2 Name FOUR creative tactics that could be used by the above media. (4)

2.3 Explain the disadvantages of the above media. (3 × 2) (6)

2.4 State THREE factors that a client can use to evaluate the above advertisement. (3)

2.5 An advertisement is a result of creative effort.

2.5.1 Define *creativity*. (2)

2.5.2 Explain the importance of creative advertising. (2 × 2) (4)

2.5.3 Name THREE purposes of advertising. (3)

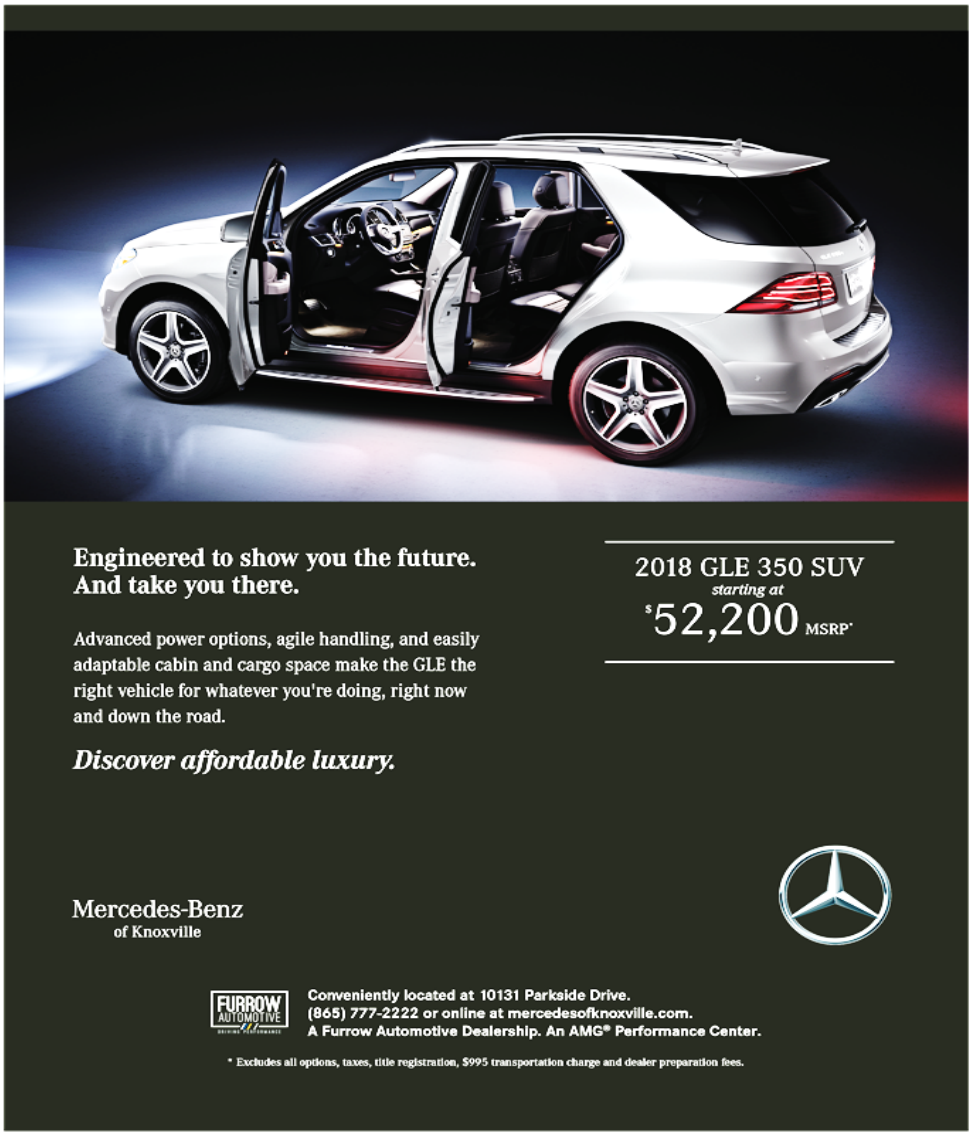
2.6 When designing an advertisement, the correct process is to follow a series of steps which lead to good advertising.

Name the SIX steps in the creative process that the advertising team must follow when creating an advertisement. (6)

**[30]**

## QUESTION 3

Study the advertisement below and answer the questions.




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

3.1 Explain how the above advertisement meets the requirements of the AIDA principle. (4 × 2) (8)

3.2 Give reasons why promotional activities are important for Furrow Automotive. (3 × 2) (6)

3.3 State FIVE basic advertising principles followed in the above advertisement. (5)

3.4 Explain the requirements of persuasive advertising. (2 × 2) (4)

3.5 Businesses should send messages regarding their products through the mass media in order to reach the largest number of people possible.

3.5.1 Define *mass media.* (2)

3.5.2 Give FIVE examples of mass media. (5)

**[30]**

**QUESTION 4**

Study the information below and answer the questions.

The marketing manager must understand the objectives of the promotional strategy, the intended message to be communicated and the ideal media to be used to deliver this message.

The most effective media are those that work best for a product at a time and it is therefore important for the business to choose that media.

4.1 Define *promotion*. (2)

4.2 What are the objectives of a promotional strategy? (5 × 2) (10)

4.3 You want to plan a promotional display in a mall.

4.3.1 State FIVE factors that you would take into consideration when assembling the promotional display. (5)

4.3.2 State FIVE techniques of marking and pricing merchandise. (5)

4.3.3 Explain what should be done when the display is dismantled at the end of the promotion. (4 × 2) (8)

**[30]**

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## QUESTION 5

Study the information below and answer the questions.

McDonald's has a service policy called Q, S, C and V (Quality, Service, Clean, Value) which was laid down by the founder of the business, Ray Kroc.

Every single McDonald's store across the world has to follow this customer service policy.

[Source: *www.mcdonalds.co.za/story*]

5.1 Explain the factors that affect customer service. (4 × 2) (8)

5.2 You are the marketing officer of McDonald's.

What procedures will you follow when executing the following?

5.2.1 Opening an interaction with customers (4)

5.2.2 Filling out a complaint form (4)

5.2.3 Closing an interaction (4)

5.3 State FOUR nonverbal clues for identifying an unhappy customer. (4)

5.4 It is important that all managers of McDonald's become good listeners.

State the skills required to become a good listener. (3)

5.5 A customer brought back the meal he was served claiming that it was not well prepared.

Explain how you will assist the customer. (3)

**[30]**

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

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