higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

(3041012)

27 February 2018 (X-Paper)
09:00–12:00

This question paper consists of 9 pages.

NCV

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TIME: 3 HOURS
MARKS: 150

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. ALL work you do not want to be marked, must be clearly crossed out.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 The brief makes sure that the agency follows instructions given to them.

1.1.2 Body copy is one of the creative elements applicable to television.

1.1.3 Promotional activities add image value to products and this increases the price and profit.

1.1.4 It is advisable to use print media when targeting older people.

1.1.5 Cognitive response is the act of changed behaviour which conforms to what the advert suggested was good behaviour.

1.1.6 A brand name offers a sense of familiarity and security when using products of a particular brand.

1.1.7 An analysis of the current situation of a company is part of the promotion communication objectives.

1.1.8 The business zone is between a half and one-and-a half metres.

1.1.9 A good posture improves one's confidence and creates positive impression.

1.1.10 A slogan is the emblem or trademark of the company.

(10 × 1) (10)

1.2 Complete the following sentences by using the word or words given in the list below. Write only the missing word or words next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

tactics; publicity; copy; culture; code of conduct; advertising; dialogue; service excellence; planogram; appeal

1.2.1 … is the word used in an advertisement.

1.2.2 … is the 'what', 'where', and 'how' of advertising.

1.2.3 … is a non-personal mass presentation and promotion of ideas, goods or services.

1.2.4 … is the talk between the staff and the customer.

1.2.5 … shows the visual representation of what the marketing manager would like the display to look like.

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1.2.6 … is to call someone's attention to products or services a company offers.

1.2.7 … is a news article that talks about a company and its activities or product in the media.

1.2.8 … means exceeding customers' expectations.

1.2.9 The … of an enterprise is the sum total of its attitudes, beliefs and values.

1.2.10 A … is a set of rules, laws or principles that guide people how to behave.

(10 × 1) (10)

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1.3 Choose a description from COLUMN B that matches a word or an item in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Creative strategy	A	is a reward offered to persuade someone to perform a particular action
1.3.2	Banners ads	B	means exactly who is in charge of what
1.3.3	Promotion	C	is the documentation that shows the plan of action to carry out your advertising objectives
1.3.4	Innovative	D	the group of people that the advertisement is aimed at
1.3.5	Persuasion	E	are used at special events like an exhibition or a sporting event
1.3.6	Target audience	F	personal codes of behaviour that have to do with what is right and what is wrong.
1.3.7	Sponsorship	G	The support of a cause, charity or a group with the intention of gaining publicity.
1.3.8	Incentive	H	Media that includes cell phones, road shows and plays presented in shopping malls
1.3.9	Morals	I	the main purpose is to inform, remind and persuade
1.3.10	Limits of authority	J	the purpose is to influence both thinking and behaviour

(10 × 1) (10)
[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

Study the advertisement below and answer the questions.



2.1 Creative tactics were used in the above advertisement

2.1.1 What creative tactics are used in print media? (5 × 1) (5)

2.1.2 Identify the creative tactics mentioned in 2.1.1 from the above advertisement. (5 × 1) (5)

2.2 List any FOUR components that should be included in PEP's creative strategy. (4)

2.3 What is the purpose of the above advertisement? (6 x 1) (6)

2.4 State SIX steps in the creative process which the advertising team must follow when creating an advertisement. (6)

2.5 PEP plans to use television as well to advertise.

What are the creative tactics used for television? (4 × 1) (4)

[30]

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QUESTION 3

3.1 Explain the objectives which must achieved through a company's promotional strategy. (3 × 2) (6)

3.2 Give examples of the following promotional tools:

3.2.1 Publicity (1)

3.2.2 Sales promotion (1)

3.2.3 Trade promotion (1)

3.2.4 Direct marketing (1)

3.2.5 Interactive marketing (1)

3.2.6 Outdoor advertising (1)

3.3 You are a marketing manager of Nestle and you are expected to increase the sales of a new flavour of yoghurt through sales promotions.

3.3.1 Give TWO reasons why companies will do sales promotions. (2 × 2) (4)

3.3.2 Give FOUR examples of consumer promotion methods. (4)

3.4 Listening is a very important skill that all employees of a company should possess. It is the foundation of effective communication between the employees and customers.

Give FOUR important guidelines on how to be a good listener. (4)

3.5 Princess is the owner of PMG advertising agency. She expects all employees at the work place to behave in a professional manner when dealing with customers.

Explain the guidelines which she must keep in mind with regards to the following:

3.5.1 Dress code (2)

3.5.2 Working hours (2)

3.5.3 Smoking (2)

[30]

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QUESTION 4

Study the advertisement below and answer the questions.



[Sources: *Daily Dispatch*]

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

4.2 4.2.1 Give reasons why the advertisement is a persuasive advertisement. (4 × 1) (4)

4.2.2 What kind of pricing strategy is being used in the above advertisement? (2)

4.2.3 Give reasons why it is important for businesses to get feedback from customers. (4 × 1) (4)

4.2.4 What skills are necessary to create a persuasive advertisement? (4 × 1) (4)

4.2.5 The above advertisement indicates the benefits of buying the car.

Identify such benefits. (2 × 1) (2)

4.3 You have been asked to develop a promotional strategy for this company.

State the steps you will follow to develop a promotional strategy (6 × 1) (6)
[30]

QUESTION 5

5.1 You work as a customer service representative and you deal with customers' queries and problems on a daily basis.

5.1.1 Give FOUR reasons why internal customers are important. (4)

5.1.2 What steps should you follow to close an interaction with a customer? (5 × 1) (5)

5.1.3 List FOUR factors that affect the service which is given to the customer. (4)

5.2 Explain the following types of customers in a business environment.

5.2.1 Iron (2)

5.2.2 Lead (2)

5.3 State ways in which a company can promote good customer service. (5 × 1) (5)

5.4 What are the guidelines to be considered to record the customer's complaint effectively and efficiently? (5 × 1) (5)

5.5 Employees must have a positive attitude in the work environment.

State the elements / aspects on which employees must have a positive attitude. (3 × 1) (3)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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