higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

XX FEBRUARY 2020

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	D
	1.1.2	I
	1.1.3	H
	1.1.4	B
	1.1.5	J
	1.1.6	C
	1.1.7	E
	1.1.8	G
	1.1.9	A
	1.1.10	F

(10 × 1) (10)

1.2	1.2.1	True
	1.2.2	True
	1.2.3	False
	1.2.4	False
	1.2.5	True
	1.2.6	False
	1.2.7	True
	1.2.8	True
	1.2.9	True
	1.2.10	False

(10 × 1) (10)

1.3	1.3.1	Promotional strategy
	1.3.2	Brand equity
	1.3.3	Planogram
	1.3.4	Pricing
	1.3.5	Discounts
	1.3.6	Attitude
	1.3.7	Customer
	1.3.8	Impression
	1.3.9	Listening
	1.3.10	Impact

(10 × 1) (10)

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 2.1.1
- Original
- Exciting
- Different to others
- Imaginative
- Have a purpose
- Persuasive message (Any 3 × 1) (3)

2.1.2 Creativity is a quality that shows a new and interesting way of doing something in any given situation✓✓

OR

Creativity is a process whereby people use their minds to create or develop new ideas✓✓

OR

Creativity is the ability to think of new and innovative ideas.✓✓ (2)

2.1.3
1. The brief
2. Visualisation
3. The copy
4. Advert creation
5. Launching the campaign
6. Evaluation and feedback

OR

1. The nature of the problem or challenge
2. What the research reveals
3. What the solution should entail
4. Understanding the nature of the solution
5. The solution begins to surface
6. The idea is proposed and tested (6)

2.1.4
- Inform
- Persuade
- Remind (3)

2.2
- Consumer Factor
  The consumer is the person who buys the product, so you need to first consider the personal factors that affect how a consumer chooses a product and the promotional activity they are exposed to.
- Product Factor
  The product being marketed will influence the promotional mix
- Budget Factor
  How much money is available in the budget will determine which promotional mix to use. (3 × 2) (6)

2.3
- Gifts✓ – Buy one get one free✓
- Samples✓ – Loyalty points✓
- Competitions – Buy the deal
- Prize in a box – Coupons
- Vouchers – Exhibitions (4)

2.4
- Material facts
- Appropriateness
- Demonstration/Mock-ups
- Endorsements
- Pricing (Any 3 × 2) (6)

[30]

QUESTION 3

3.1 3.1.1 Outdoor advertisement (2)

3.1.2
- Large, bold images
- Bold Lettering, visuals
- Short ,powerful messages
- Pictures
- Colour
- Movement (Any 3 × 2) (6)

3.1.3 ADVANTAGES
- It is relatively cheaper than other media
- Messages can be positioned in the immediate area of the target market.
- Reaches a large section of the population. (Any 2 × 1)

DISADVANTAGE
- Passers-by have a very short time to view the message.
- The advertisement has to be large (Any ONE) (3)

3.2

	TOOL	EXAMPLE
3.2.1	Advertising	Radio, TV, Magazine
3.2.2	Sales Promotion	BOGOF, Coupons, Discounts
3.2.3	Interactive Marketing	SMS, MMS, E-mail, Websites
	ALSO ACCEPT	
	Personal Selling	Sales staff
	Trade Promotions	Exhibitions, Trade fairs, Shows
	Publicity	Press release
	Direct Marketing	Mail, letters

(Any 3 × 2) (6)

3.3
- The banner must be taken down.
- Ensure safety when taking the banner down.
- Prices must be changed to regular price.
- Old and damaged products must be removed.
- Handling the left-over stock. (Any 3 × 1) (3)

3.4
- Have a good attitude
- Empathise with the customer
- Take ownership
- Know your facts
- Keep calm
- Apologise for inconvenience (Any 4 × 1) (4)

3.5 3.5.1 Product:
- food/drink✓
- Hair products✓
- Cosmetics

OR

Service:
- Education✓
- Banking✓
- Salon
- Hospital
- Restaurant (Any 2 × 1)

3.5.2 The slogan suggests that customers can rely on the provider or marketer to offer the best ingredients in their product or quality service to customers

3.5.3 Yes/No – the student must motivate
(Markers must use their discretion in accepting answers to 3.5.1, 3.5.2, 3.5.3)

(3 × 2) (6)
[30]

QUESTION 4

4.1 4.1.1 Planogram (1)

4.1.2 A planogram is the design of the display. The planogram will show the visual representation of how the display will look. (2)

4.2
- What is going to be displayed
- How much of each item should be held in stock
- How much space will the display occupy
- Where should the display be placed in the store (Any 3 × 1) (3)

4.3 4.3.1
- Be positive
- Determination
- Confidence
- Dedication
- Motivation
- Empathy (Any 4 × 1) (4)

4.3.2
- Evaluate the workplace whether formal or informal
- Look to co-workers for direction
- Think about who visits the office (Any 3 × 1) (3)

4.3.3
- Lack of interest
- Not focusing
- Interrupting
- Body language
- Emotions
- Daydreaming
- Distractions
- Ignoring (Any 3 × 1) (3)

4.4
- Affects work performance
- Hostile work environment
- Accused can be fired (Any 2 × 1) (2)

4.5 4.5.1
- Dissatisfied customers will tell others.
- Attracting new customers is more expensive.
- Customers will take their business elsewhere. (Any 2 × 1)

4.5.2
- Employees lose their jobs
- Emotional effects (stress, anger)
- Strikes (Any 2 × 1)

4.5.3
- Sales decrease and profit suffers
- Image of the organisation suffers
- Staff unhappy
- Loses customers (Any 2 × 1)

(3 × 2) (6)

4.6 4.6.1 I have been waiting for so long
'We apologise for the delay'

4.6.2 I'm very upset about the service.
'I know you are angry and I don't blame you'

4.6.3 I will never shop here again
'I understand how you feel, and I'll make sure it never happens again'

(3 × 2) (6)

[30]

QUESTION 5

5.1 5.1.1 A – Attention
I – Interest
D – Desire
A – Action (4)

5.1.2
- A – ATTENTION
  Capture the attention of the consumer through the use of creative tactics for example images, headline, colour.
- I – INTEREST
  Arouse the interest of the consumer through interesting copy, information provided in the advertisement to encourage our interest.
- D – DESIRE
  Create a desire for the product or service through images, headline or promises.
- A – ACTION
  The advertisement requests a simple action. for example to call a number or visit the website. (4 × 2) (8)

5.1.3
- Creates store traffic
- Attracts new customers
- Encourages repeat business
- Keeps the business competitive
- Successful image (Any 2 × 1) (2)

5.2 5.2.1 Copywriting: is made up of
- Copy research: directed at finding a unique product quality
- Copy structure: the total spoken or written information
- Copy Style: the style of writing or speaking (Any 3 × 2) (6)

5.2.2 Refers to the images in the advertisements (2)

5.2.3 Arranging the various copy elements effectively in the advertisement. (2)

5.3 Mass media refers to the means of communication to large numbers of people (2)

5.4
- Newspapers
- Magazines
- Radio
- Television
- Direct mail (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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