higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

(3041012)

27 February 2020 (Y-Paper)
13:00–16:00

This question paper consists of 7 pages.

067Q1S2027

Copyright reserved

TIME: 3 HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Read all the questions carefully.
2. Answer all the questions.
3. Number the answers according to the numbering system used in this question paper.
4. Start each question on a new page.
5. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

1.1 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Housekeeping	A	exceeding a customer's expectations
1.1.2	Ethics	B	questions uncertainties or unresolved issues
1.1.3	Merchandising	C	knowing who is in charge of which area
1.1.4	Queries	D	refers to maintenance and tidiness of display areas
1.1.5	Promotion	E	the application of price to an item
1.1.6	Limits of authority	F	use a high price because the product or service is unique
1.1.7	Ticketing	G	rules that tell us about personal behaviour in society
1.1.8	Etiquette	H	the task of checking stock constantly and tidy and restock when necessary
1.1.9	Service excellence	I	right or wrong in a given situation
1.1.10	Premium pricing	J	bringing a product or service to the attention of a customer

(10 × 1) (10)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Sales promotions are carried out for a specific and limited time period.

1.2.2 Publicity is a tool of public relations.

1.2.3 A promotional strategy has a limited range of objectives.

1.2.4 Display areas should have empty shelves to convey the message that all merchandise have been sold.

1.2.5 Promotion strategies include advertising and direct customer interaction.

Copyright reserved

1.2.6 An employer may not require an employee to be at work on time.

1.2.7 It is essential to maintain professional appearance in the workplace.

1.2.8 Quality service is focused on developing excellent relationships with people.

1.2.9 Good managers want to hear about every complaint their customers have.

1.2.10 Poor customer service will not have an impact on the organisation.

(10 × 1) (10)

1.3 Give ONE word or a term for each of the following descriptions by choosing a word or term from the list below. Write only the word or term next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

brand equity; discounts; promotional strategy; impact; pricing; attitude; impression; planogram; listening; customer

1.3.1 A … is a carefully developed plan that spells out the approach you will use to communicate with the customer.

1.3.2 … builts up the value in a brand.

1.3.3 A … Is a diagram of fixtures, shelves and products.

1.3.4 … is the manual or automatic process of applying the correct value to items.

1.3.5 Offering … can be a useful tactic in response to competition.

1.3.6 … is a way of thinking and behaving.

1.3.7 A … is someone who makes use of the products or services of an organisation.

1.3.8 The way that customers are treated at the beginning of an interaction makes a lasting …

1.3.9 … is the first and most important step in dealing with anger.

1.3.10 Good customer service will have a positive … on the company's profits.

(10 × 1) (10)

TOTAL SECTION A: 30

SECTION B

Answer ALL the questions in SECTION B.

QUESTION 2

2.1 A creative advertisement contains certain identifying features:

2.1.1 Identify THREE features of creativity from an advertisement. (3)

2.1.2 Define *creativity*. (2)

2.1.3 List the SIX steps in the creative process. (6)

2.1.4 Name THREE purposes/reasons of advertising. (3)

2.2 State and briefly discuss the THREE main factors to be considered in the development of a promotional mix. (3 × 2) (6)

2.3 List FOUR sales promotion instruments that the company could use to increase the sales of its product. (4)

2.4 State THREE guidelines that clients should use when they evaluate creative work. (3 × 2) (6)

[30]

QUESTION 3

3.1 Study the advertisement below and answer the questions.



3.1.1 Identify the type of media in the above advertisement. (2)

3.1.2 Refer to the advertisement and identify THREE of the most important creative tactics. (3 × 2) (6)

3.1.3 Name TWO advantages and ONE disadvantage of the above media. (2 + 1) (3)

Copyright reserved

3.2 Redraw the table in your ANSWER BOOK and make a list of promotional tools that can be used to advertise the above products and provide examples.

TOOL	EXAMPLE
3.2.1 3.2.2 3.2.3	

(3 × 2) (6)

3.3 Give THREE ways in which the above promotional activity must be dismantled. (3)

3.4 List FOUR tips that can be given to employees to ensure a healthy communication with the customer (4)

3.5 Study the slogan 'ONLY THE BEST' and answer the questions.

3.5.1 What product or service could be advertised by using the above slogan?

3.5.2 What does the slogan suggest?

3.5.3 Will the slogan convince the target market to take action?

(3 × 2) (6)
[30]

QUESTION 4

Examine the picture below and answer QUESTION 4



https://www.google.com/

4.1 4.1.2 What does the above display depict? (1)

4.1.2 Explain the answer in QUESTION 4.1.1. (2)

4.2 What source information is necessary to build the above depiction? (3)

Copyright reserved

4.3 To improve the performance of their organisation, employers constantly look for new ways to improve the performance of their employees

4.3.1 Identify FOUR positive attitudes which must be displayed at the workplace. (4)

4.3.2 State THREE guidelines on the dress code for employees. (3)

4.3.3 Identify THREE behaviours to be avoided when listening. (3)

4.4 What is the impact of sexual harassment at the workplace? (2)

4.5 Name TWO consequences of poor customer service on the following groups:

4.5.1 Customers

4.5.2 Employees

4.5.3 Organisation

(3 × 2) (6)

4.6 Formulate appropriate responses for the following customer complaints:

4.6.1 I have been waiting for so long

4.6.2 It is very inconvenient for me

4.6.3 I will never shop here again

(3 × 2) (6)
[30]

QUESTION 5

5.1 Persuasive advertisements must be designed according to the AIDA principle.

5.1.1 What does the AIDA acronym stand for? (4)

5.1.2 Explain how the AIDA principle functions in a persuasive advertisement. (8)

5.1.3 Indicate TWO objectives of persuasive advertisements (2)

5.2 Discuss the following THREE important elements that must be present when designing an advertisement:

5.2.1 Copywriting (3 × 2) (6)

5.2.2 Visualising (2)

5.2.3 Layout (2)

5.3 Define *mass media* (2)

5.4 Give FOUR examples of mass media (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved