higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 2

(3041012)

8 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 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. 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 way in which writing and pictures are arranged on a page is called layout.

1.1.2 The complaint form must also provide for the name and contact details of the customer.

1.1.3 Knowledge of the target audience is not necessary for persuasive advertising.

1.1.4 SMS, MMS are 21st century media used to advertise products.

1.1.5 Sales promotions are able to generate short term results such as increase in profit and sales.

1.1.6 Internal customers are people outside the organisation.

1.1.7 Promotions can be referred to as marketing communications.

1.1.8 Sales promotions are an example of a promotional tool.

1.1.9 A questionnaire is a tool used to distribute information to the public.

1.1.10 Retailers are businesses that sell goods to the final consumer.

(10 × 1) (10)

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1.2 Choose a description from COLUMN B that matches a/an word/item 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	Persuasion	A	buy on get one free
1.2.2	Advertising	B	are tools, methods or techniques to advertise
1.2.3	Bogof	C	a group of people an advert is aimed at
1.2.4	Creative tactics	D	unique selling proposition
1.2.5	Incentive	E	television, newspapers, radio
1.2.6	Call to action	F	the aim is to inform, persuade and remind customers
1.2.7	Ethics	G	morals, values and standards
1.2.8	Media	H	any instance in which an active attempt is made to change a person's mind
1.2.9	Target audience	I	is a reward offered to persuade someone to perform an action
1.2.10	USP	J	buy now and save

(10 × 1) (10)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

1.3.1 (Creativity/Disciplined creativity) is when you create something with a purpose in mind.

1.3.2 (Marketing/Promotion) is the way a business tells consumers about the product.

1.3.3 (Verbal/Non-Verbal) communication refers to using words to communicate.

1.3.4 (Promotional tool/Promotional Mix) is the way different promotional tools are combined to promote a company or its products.

1.3.5 (SMS/MMS) is a feature on a cell phone that allows people to send photographs.

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1.3.6 A (brief/copy) are words used in an advertisement.

1.3.7 (Morals/Ethics) relate to principles of right and wrong as accepted by society.

1.3.8 To encourage customers to try a new product by giving them a sample is an example of a (promotional objective/promotional strategy).

1.3.9 The amount of money set aside for a project is called (budget/cost).

1.3.10 (Banners/Billboards) are very large outdoor advertisements.

(10 × 1) (10)

[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 You are employed by a company called 'Fabulous Designs' to design an advertisement for their new line of cosmetics and set up a promotional display to attract the attention of customers.

2.1.1 List the SIX stages in the creative process that you will go through in designing the advertisement. (6)

2.1.2 Describe FIVE factors to consider when setting up a promotional display. (5)

2.2 Suggest THREE factors to be considered in the development of the promotional mix. (3 × 2) (6)

2.3 Name THREE purposes of advertising that 'Fabulous Designs' hopes to achieve with an advertisement. (3)

2.4 Give TWO examples of positive and TWO examples of negative body language that a salesperson may experience when he/she is busy with the selling process. (2 × 2) (4)

2.5 Suggest THREE ways, in full sentences, to 'Fabulous Designs', that will enable them to get feedback from customers after their advertising campaign.

(3 × 2) (6)

[30]

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QUESTION 3

3.1 Study the following advertisement and answer the questions.



[Source: *Daily Dispatch*]

3.1.1 The above advertisement is based on the AIDA principle.

Give the AIDA acronym in full. (4)

3.1.2 Explain how the AIDA principle works in the above advertisement. (4 × 2) (8)

3.1.3 Identify THREE persuasive tactics that are used to persuade customers in the above advertisement. (3 × 2) (6)

3.1.4 What are TWO main factors that influence which media will be used by advertisers? (2)

3.1.5 What is the slogan of the above company? (2)

3.2 Differentiate between TWO types of customers and provide an example of each. (2 × 2) (4)

3.3 What source information is needed for the planogram? (4)
[30]

QUESTION 4

4.1 Study the following advertisement and answer the questions.



4.1.1 Identify the target market at whom this advertisement is aimed at. (2)

4.1.2 Identify THREE creative tactics, with an example, applicable to the above print advertisement. (3 × 2) (6)

4.1.3 Name FIVE types of promotional tools and give an example of each. (Any 5 × 2) (10)

4.2 Name the THREE basic objectives of promotion. (3)

4.3 Briefly describe the THREE requirements of persuasive advertising. (3 × 2) (6)

4.4 Name THREE other advertising media that can be used to advertise (3)
[30]

QUESTION 5

5.1 Sales promotions are a promotional effort that is designed to have an immediate impact on sales. They are carried out for a specific and limited time in order to increase sales.

5.1.1 List FIVE examples of consumer promotions. (5)

5.1.2 State THREE things that a businessperson should check before implementing a sales promotion. (3)

5.2 Define the following concepts:

5.2.1 Code of conduct

5.2.2 Norms

5.2.3 Professionalism

(3 × 2) (6)

5.3 Customer Service whether good or bad- has a direct impact on business turnover. Employees should have the ability to interact well with other people in order to ensure 'Service Excellence' and 'Competitive Edge'.

5.3.1 What does it mean to have a competitive Edge? (3)

5.3.2 Name FOUR ways that can help you to provide service excellence. (4)

5.3.3 Discuss the impact of bad service on the following:

(a) Customers

(b) The company

(c) The employees

(3 × 3) (9)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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