higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

10 December 2020 (Y-paper)
13:00–16:00

This question paper consists of 9 pages.

471Q1N2010

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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. 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

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 The term 'cooperative' refers to more than one individual working together.

1.2 Flatter means making an indirect statement suggesting something but not saying it outright.

1.3 Consultation refers to a discussion in which people give their opinions about something.

1.4 A procedure is a way of doing something that has been agreed upon by the organisation.

1.5 A dress code is a set of rules that tells people what they can and cannot wear.

1.6 Wholesalers are people or companies that buy goods in large quantities and usually sell it at low prices rather than selling it to the public.

1.7 'Spam' is the term used for email messages that a computer user has not asked for and does not want to read.

1.8 With a push strategy a company aims its marketing communications at customers by creating a desire for a product.

1.9 A stakeholder is someone who has invested money in a business or has an important connection with it and is affected by its success or failure.

1.10 The micro-environment is the entire environment in which a company operates.

(10 × 1) **[10]**

QUESTION 2

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–J) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Internal marketing environment	A	percentage of the target audience that will be reached by the media used to advertise the product
2.2	Confrontation	B	opinion people have of a company or the way it seems to the public
2.3	Media reach	C	market structure with many small sellers who offer similar products
2.4	Sample	D	situation where there is an angry disagreement between two people
2.5	Monopolistic competition	E	planning to use different media at different times
2.6	Mediation	F	everything within a company that affects the way it operates
2.7	Media scheduling	G	small amount of something that people can try to know what it is like
2.8	Perfect competition	H	everything that is not inside the company but affects the way it operates
2.9	Image	I	market structure where many companies offer similar products but with different features or benefits
2.10	External marketing environment	J	people trying to end an argument between two people or parties by agreeing on a solution for both parties

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (3.1–3.10) in the ANSWER BOOK.

morals; logistics; newsletter; time frame; promotional mix; opportunity; bleed pages; conviction; subjective; psychographics

3.1 Personality characteristics and attitudes that influence consumers' lifestyles and attitudes towards shopping are called …

3.2 Getting the target audience to believe in and accept something is called …

3.3 Pages with no margins are called …

3.4 A/An … is a chance to do something.

3.5 A personal set of rules that guides how people judge what is right and wrong and how they act accordingly is called …

3.6 The flow of goods delivering is called …

3.7 A/An … is a list of dates and times when things are planned to happen, or the time needed for something to be done by.

3.8 One sided or seeing only from one side is called being …

3.9 A short-written report of news about an organisation sent to people who are interested is called a …

3.10 … refers to the different tools used to promote products, such as offering discounts and advertising.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Study the advert below and answer the questions.



[Source: *https://www.womenshealthmag.com/health/g31469255/best-hand-sanitizers/*]

4.1 List the SIX main steps of the marketing strategy that Touchland can follow. (6)

4.2 Complete the following sentence by writing only the missing word next to the question number (4.2.1–4.2.2) in the ANSWER BOOK.

A marketing strategy for a (4.2.1) … is similar to the strategy for a (4.2.2) … (2 × 1) (2)

4.3 Briefly explain FOUR promotional activities to include in a promotional plan of Touchland. (4 × 2) (8)

4.4 Briefly explain the FOUR Ps of marketing for Touchland products. (4 × 2) (8)

4.5 Name SIX effective communication guidelines for Touchland. (6)

[30]

QUESTION 5

Study the advert below and answer the questions.



[Source:*https://yognel.com/wp-content/uploads/2017/04/Travel-Agency-Flyer-Design-1.jpg*]

5.1 Give FIVE guidelines for implementing a sales strategy to the travel agency. (5 × 2) (10)

5.2 Differentiate between *publicity* and *public relations*. (2 + 2) (4)

5.3 Prepare an organisational code of conduct for the travel agency that include FOUR rules. (4 × 2) (8)

5.4 Give FIVE advantages of internal service suppliers for the travel agency. (5)

5.5 List THREE ways of monitoring a sales strategy. (3)

[30]

QUESTION 6

Study the advert below and answer the questions.



[Source: *https://visme.co/blog/wp-content/uploads/2019/08/Rule-of-Thirds-and-The-Golden-Mean-2.png*]

6.1 Define each of the following terms:

6.1.1 Retail

6.1.2 Strategy

6.1.3 Manual

6.1.4 Merchandise

6.1.5 Manufacture

(5 × 1) (5)

6.2 What are the FOUR main challenges Lipton may experience during media planning? (4)

6.3 Tabulate FIVE features of publicity and FIVE features of public relations that Lipton can use. (5 + 5) (10)

6.4 Identify SIX factors Lipton must consider when drawing up an advertising budget. (6)

6.5 List FIVE promotional items that Lipton may use as free gifts. (5)

[30]

QUESTION 7

Study the image below and answer the questions.



[Source: *https://s3-media0.fl.yelpcdn.com/bphoto/skpPcpNi5PzUncqD6TwXOw/o.jpg*]

7.1 Define the term *external client*. (2)

7.2 Briefly explain THREE main media objectives that EMT Motors should consider. (3 × 2) (6)

7.3 List FOUR structures that marketers use when competing in the macro-environment. (4)

7.4 Name FIVE measures of performance that EMT Motors can utilise during the performance appraisal of its employees. (5)

7.5 Explain the FIVE measures named in QUESTION 7.4. (5)

7.6 Explain FOUR ways of dealing with conflict that EMT Motors can use. (4 × 2) (8)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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