higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

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

This question paper consists of 11 pages.

Copyright reserved

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 question on a NEW page.
5. ALL work that you do not want to be marked must be clearly crossed out.
6. Write neatly and legibly.

Copyright reserved

QUESTION 1

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 When an article in the newspaper reports about a particular organisation funding a community project, it is an example of publicity.

1.2 The marketing researcher is responsible for managing the people in the marketing department.

1.3 An organogram shows the different products/services sold in an organisation.

1.4 The four main advertising and promotional objectives are to invite, persuade, remind and advertise.

1.5 Arriving at work on time is criteria that companies use to measure their employees' general performance at work.

1.6 Just by looking at the inside and outside of an organisation's building one can tell something about the corporate culture of that organisation.

1.7 To create a positive work environment a team leader must communicate well and effectively with the team.

1.8 Checking the levels of merchandise may not be necessary as the promotional stock for promotions is always limited.

1.9 To publicise is to give information to the public so that they know about it.

1.10 Retail refers to the activity or business of selling goods to people in shops.

(10 × 1) **[10]**

QUESTION 2

Choose a description from COLUMN B that matches an item 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	Strategy	A	a book that gives instructions about the features of the product and how it works
2.2	Training manual	B	carefully chosen group of people that your product will appeal to
2.3	Marketing assistant	C	everything that is not inside the company but affects the way it operates
2.4	Sales manager	D	assists or helps the marketing manager with administrative tasks and projects
2.5	External marketing environment	E	a set of plans used to achieve something or to help one be successful
2.6	Target market	F	list of dates and times when things are planned to happen
2.7	Sample	G	observe and check the progress or quality over a period of time
2.8	Point of purchase	H	prepares, carries out and monitors the sales plan
2.9	Time frame	I	the place or shop where a product is sold
2.10	Monitor	J	a small amount of something that people can try to that they know what it is like

(10 × 1) **[10]**

QUESTION 3

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

SWOT analysis; database; monopoly; magazine; attitude; inform; promotional elements; oligopoly; stakeholder; merchandise; monopolistic competition

3.1 Organisations need to choose the correct type of … in order to reach their target market.

3.2 To … a customer is to provide them with information about the product or service.

3.3 A customer's … and feelings affect the way he/she feels about a product.

3.4 A … is someone who has invested money in the business or has an important connection with it.

3.5 … are the goods that are being sold.

3.6 … is when there is only one seller in the market.

3.7 … is when there are just a few sellers that control the market.

3.8 A … consists of customer information stored on a computer system.

3.9 Different … can be used at the same time in a marketing strategy.

3.10 A … will help one to see any problems and to identify opportunities for new products or promotions.

(10 × 1) **[10]**

QUESTION 4

Study the extract below and answer the questions.

#SUNLIGHTSAVESWATER

Water is our most precious resource. Sunlight wanted to create a campaign that would generate interest on a large scale, resonate with ordinary South Africans and help to amplify the water scarcity and water saving message.

As a way to create awareness about water savings and the relaunched Sunlight 2in1 washing powder with SmartFoam, which saves up to half the rinsing water, Sunlight set up a 10-metre high billboard made of 80 yellow JoJo tanks. Each week, people were invited to nominate and vote for the community they feel needed the JoJo tanks the most, after which tanks were dismantled and donated by Sunlight.

Sunlight also went to communities to help give advice on how to save water and installed push taps. A push tap allows water to be released only when the pressure of the hand is placed on the tap. Once the pressure is relieved, the water stops running.





[Source: *http://www.sunlight.co.za/sunlightsaveswater*, 20/03/2017]

4.1 State what product advantage Sunlight is using to promote their product as part of the save water campaign. (2)

4.2 State the FOUR characteristics of Public Relations. (4)

4.3 Name FIVE Public Relations activities that Sunlight can use to communicate to media and the community. (5)

4.4 State the steps in the Public Relations plan in the correct order. (7)

4.5 Suggest FOUR guidelines Sunlight could follow to implement their sales strategy. (4)

4.6 4.6.1 State FOUR items to Sunlight that need to be considered when monitoring their sales strategy.

4.6.2 Explain these items in QUESTION 4.6.1 above.

(2 × 4) (8)
[30]

QUESTION 5

5.1 Study the picture below and answer the questions.

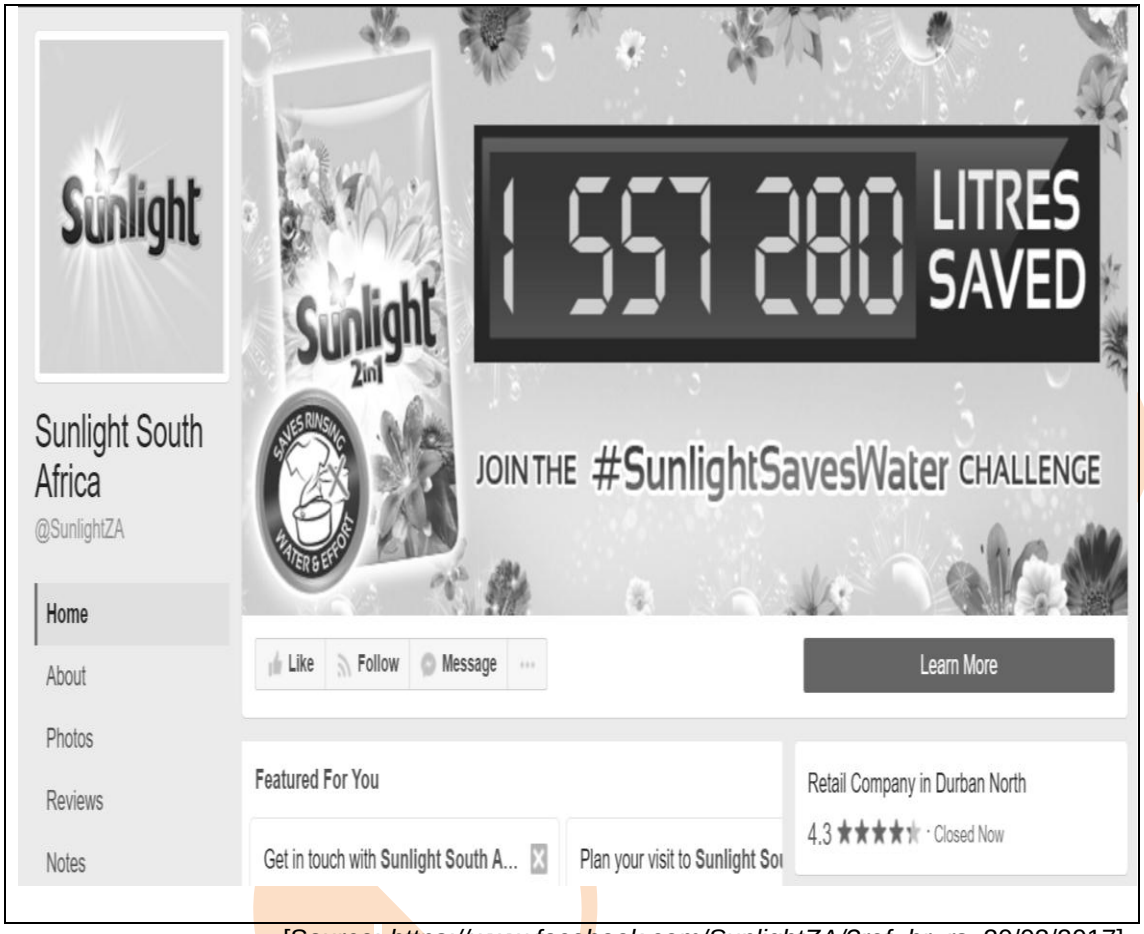


[Sources: *Google images*, 20/03/2017]

5.1.1 Name the type of media used. (2)

5.1.2 Give TWO advantages and TWO disadvantages of using the type of media mentioned in QUESTION 5.1.1. (4)

5.2 Study the picture below and answer the questions.



[Source: *https://www.facebook.com/SunlightZA/?ref=br_rs*, 20/03/2017]

5.2.1 Name the type of media used. (2)

5.2.2 Give TWO advantages and TWO disadvantages of using the type of media mentioned in QUESTION 5.2.1. (4)

5.3 How would Sunlight use differentiation as a competitive strategy? (4)

5.4 Explain the distribution strategy used for Sunlight 2in1 washing powder. (4)

5.5 Discuss the difficulties Sunlight might experience in the process of media planning. (5 × 2) (10)

[30]

QUESTION 6

Sunlight cares about the community and their employees. Developing employees and having a positive working environment is important to this company.



[Source: *Own construction*, 20/03/2017; *Google images*]

6.1 Define the term *corporate culture*. (2)

6.2 State FOUR situations that can prevent efficiency in teams in an organisation. (4 × 2) (8)

6.3 A personal development plan is important for any employee.

State THREE important things to remember after a personal development plan has been compiled. (3 × 2) (6)

6.4 Identify FOUR things team leaders can do to strengthen positivity in a group. (4 × 2) (8)

6.5 When Sunlight has to monitor its sales strategy, how would they take corrective action in a case when something has gone wrong? (3 × 2) (6)

[30]

Copyright reserved

QUESTION 7

7.1



[Source: *Google images*]

Give TWO reasons why organisations have a code of conduct. (2 × 2) (4)

7.2 Create FOUR rules that the company Sunlight would include in their organisational code of conduct. (4 × 2) (8)

7.3 Organisations can use internal and external service suppliers.



[Source: *Google images*]

7.3.1 Explain the difference between internal and external service suppliers. (2 × 2) (4)

7.3.2 Give TWO examples of internal service suppliers for the company Sunlight. (2)

7.3.3 Give TWO examples of external service suppliers for the company Sunlight. (2)

7.4 What impact does internal service suppliers have on a business? (2 × 2) (4)

Copyright reserved

7.5



[Source: *Google images*]

Give THREE advantages of using personal selling in any organisation.

(3 × 2) (6)
[30]

TOTAL: 150

Copyright reserved