higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

XX February 2020

This marking guideline consists of 7 pages.

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THIS IS A THEORETICAL GUIDELINE. ANY OTHER RELEVANT ANSWERS SHOULD BE CONSIDERED.

QUESTION 1

1.1 True
1.2 True
1.3 True
1.4 False
1.5 True
1.6 True
1.7 False
1.8 True
1.9 True
1.10 True

(10 × 1) **[10]**

QUESTION 2

2.1 B
2.2 D
2.3 A
2.4 F
2.5 C
2.6 E
2.7 G
2.8 H
2.9 J
2.10 I

(10 × 1) **[10]**

QUESTION 3

3.1 marketing strategy
3.2 clutter
3.3 Public relations
3.4 objection
3.5 time frame
3.6 Self-reflection
3.7 PDP
3.8 Outsourcing
3.9 Corporate culture
3.10 marketing communication

(10 × 1) **[10]**

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QUESTION 4

4.1
- Cellular phone
- Smart phone
- Television (3)

4.2 Highest percentage of users in South Africa (2)

4.3
- SMS
- MMS (2)

4.4
- Message communicated:✓ The reason for the media plan is to communicate the right message to the public. The message needs to explain your mission, helps to increase sales and makes the public aware of the product or company.✓
- Target market reached:✓ The message needs to reach the right % of the planned target. If the right % isn't reached, revise the media plan.✓
- Impact on the organisation:✓ If media plan was successful, sales will increase and this will lead to an increase in profit and reach objectives. More production and sales will lead to more staff. Customers will also form a better perception of the company.✓
- Impact on the product/service advertised:✓ The product or service may be improved by the company. They may produce more models or add features to existing models.✓

(4 × 2) (8)

4.5
- Cost
- Nature of service and product
- Public target groups
- Circulation (4)

4.6
- Prospect and qualify
- Pre-approach
- Approach
- Sales presentation
- Handling objections
- Close
- Follow up (7)

4.7
- Internal service suppliers work within the organisation.
- External suppliers do not work for the organisation. (2 + 2) (4)

[30]

QUESTION 5

5.1 It is used to make a product different from any other. This helps customers to identify the product amongst similar products. (2)

5.2
- Product strategies:✓ An organisation like Capitec Bank can differentiate its product by allowing customers to withdraw money at supermarkets.✓
- Price strategies:✓ An organisation like PEP clothing store uses low prices to differentiate themselves from other organisations.✓
- Place/Distribution strategies:✓ An organisation like Coca-Cola distributes its product to many outlets differentiating themselves from other companies.✓
- Promotion strategies:✓ Absa has recently rebranded their company and that is visible in their promotions.✓
- Service strategies:✓ An organisation that sells air conditioners can provide an after-sales service on their product differentiating themselves from other organisations.✓

(Any 4 × 2) (8)

5.3
- Merchandise required:✓ Determine what merchandise or products you need for your strategy.✓
- Promotional material required:✓ Determine the promotional material you need, for example posters, billboards and samples to give to customers.✓
- Importance of time frames:✓ It is important to have all the promotional material ready on time for your promotion.✓
- Implementing the plans:✓ When you implement your strategy, keep to the plans you made in.✓
- Training of staff for the implementation:✓ Train the people who are going to do the promotions.✓
- Budget:✓ Keep to the budget when implementing the plan.✓
- If changes are made they should be discussed with the rest of the team.

(5 × 2) (10)

5.4
- Price reductions/Discount from R170 to R150
- Coupon for R5 which can be used as discount to buy a new product
- Voucher allowing you free entry to an event if you buy the new Ford Fiesta
- Free sample of new OMO washing powder
- Free gifts/goods when purchasing a set of knives on promotion
- Competitions that offer attractive prizes like a cell phone

(Any relevant 2 × 1) (2)

5.5
- Who are the competitors?
- What are the competitors doing?
- What are the competitors' strengths and weaknesses?
- What are the competitors' marketing strategies? (4 × 2) (8)

[30]

QUESTION 6

6.1 Super Service Awards competition (2)

6.2 Attracting and retaining the right people✓✓ and maintaining healthy relations with employees and labour representatives✓✓ (2 × 2) (4)

6.3
- Amount of work done by employee
- Quality of work
- Knowledge of the job or product
- Technical or other skills
- Arriving at work on time
- Being able to work as a team member
- Participation (Any relevant 2 × 1) (2)

6.4
- To see how well the employee has done in the past year
- To discuss making the job easier or how the job can be done better
- To look forward to the next year, set goals and plan any training that is needed
- To decide on salary increases and bonuses depending on the employee's performance (4 × 2) (8)

6.5
- Structural conflict:✓ Disagreement due to external forces (physical resources)✓
- Relationship conflict:✓ People not getting along due to negative feelings or thoughts between them.✓
- Leadership conflict:✓ When you do not agree with the leadership style of your team✓
- Style conflict:✓ When people differ in the way they handle tasks✓
- Codependent conflict:✓ When you are dependent on someone else first completing their part of the job before you can carry on✓
- Communication problems:✓ Not listening or misunderstanding✓
- Personal differences:✓ Members may have different values, personalities, cultural background, education and experiences✓
- Disagreements about roles and responsibilities:✓ Team members disagree about their roles in the team✓ (Any 3 × 2) (6)

6.6
- Support one another
- Do their share of the work
- Think of new and better ways of doing things
- Share the same goals and objectives
- Know exactly what they have to do
- See themselves as a team
- State their own opinions and ideas, but show respect for the opinions and ideas of other team members
- Take part in marketing decisions and discussing plans
- Finish their work on time
- Try to build good relationships with other team members

(Any relevant 4 × 1) (4)

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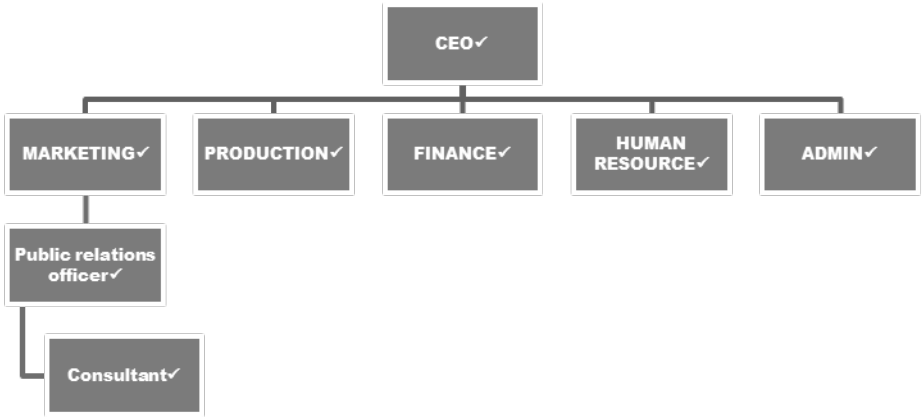
6.7
- Being honest with others in the organisation
- Being honest with the public in advertising and promotions
- Producing safe products
- Obeying laws, such as the law about health and safety at work
- Telling the truth about one's own education and work experience
- Not harming anybody else in the organisation by action or words
- Not harming the environment (Any relevant 4 × 1) (4)

[30]

QUESTION 7

7.1



(8 × 1) (8)

7.2
- Reason for advertising
- What the organisation wants to say
- Where to say it
- When to say it
- How often to say it
- How much does it cost
- How well did the plan work (7)

7.3
- Clear and simple
- Realistic
- Measurable
- Reason why goal is important
- Not too many goals
- Process of consultation
- Joint decision making to set goals (Any 3 × 1) (3)

7.4
- Personal interaction with customers
- Developing relationships with customers
- Keeping in touch with the market place
- Obtaining information about products
- Helping to gather information about competitors (Any 4 × 1) (4)

7.5

- Checking the levels of merchandise:✓ This process takes place before and during the promotion. This will curb/prevent loosing sales and leaving customers unhappy because you do not have what they want.✓
- Checking the quality of promotional material:✓ All promotional material should be clean, neat and attractive as this creates a good impression to customers. Posters should not be bent. Making use of clear bright colours creates a good impression and will lead to customers.✓
- Identifying promotional problems:✓ Merchandise of poor quality or factory faults create a bad impression for the business.✓
- Taking corrective action:✓ If there is a problem, fix it. By taking corrective action, you will create a good impression about your business.✓

(Any 4 × 2) (8)

[30]

TOTAL: 150

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