higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

26 February 2020 (X-paper)
09:00–12:00

This question paper consists of 8 pages.

031Q1S2026

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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 question on a new page.
5. Write neatly and legibly.

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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 internal marketing environment includes the people who work in the company, the departments of the company, the money the company owns and the aims or objectives of the company.

1.2 Product awareness is a long-term objective of promotional activities.

1.3 A manual gives instructions about how something should be done.

1.4 Writing on posters and signs should be creative and not neat, clear and easy to read.

1.5 Publicity influences or affects the attitude and feelings of customers towards a product or a company.

1.6 Identifying the target audience is an important factor when interpreting a marketing strategy.

1.7 Directors report directly to managers of companies.

1.8 The limitation of printed media is that readers don't remember advertisements as they are not as exciting as those on television or radio.

1.9 Keeping a promotion in line with business objectives is important.

1.10 Product placement is a subtle form of advertising in a movie or television show by using a product without referring directly to it but placing it where it is clearly seen by the viewer.

(10 × 1) **[10]**

QUESTION 2

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

COLUMN A		COLUMN B	
2.1	Annual report	A	refers to different tools used to promote products
2.2	Personal selling	B	detailed report about the money the company has made and spent during a year
2.3	Promotional mix	C	state of disagreement or argument between people or groups
2.4	In-house newsletters	D	interacting directly with customer to communicate information about the company's product or service
2.5	Conflict	E	office where people answer questions and make sales telephonically rather than meeting people
2.6	Call centre	F	helps to build good relationships within the company
2.7	Time slots	G	periods of time used for advertising
2.8	Qualifying	H	deciding which consumers would be most interested in what you are selling
2.9	Prospecting	I	keeping customers
2.10	Retention	J	finding potential customers
		K	putting together information about prospective customers

(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.

objection; corporate culture; self-reflection; clutter; PDP; marketing communication; outsourcing; marketing strategy; public relations; time frame; corporate image

3.1 A … contains the steps necessary to market products and services to potential customers so that the business can achieve its marketing objectives.

3.2 Any … in advertising tends to leave viewers confused or even irritated and they may not remember the product that had been advertised.

3.3 … is the part of marketing aimed at improving the company's image.

3.4 An/A … is a reason why the prospect does not buy the product or service.

3.5 The period of time in which something must happen is called a …

3.6 … is examining yourself and your inner thoughts and feelings.

3.7 A … is a useful way of keeping track of your personal growth.

3.8 … means paying another company to do some or all of the work.

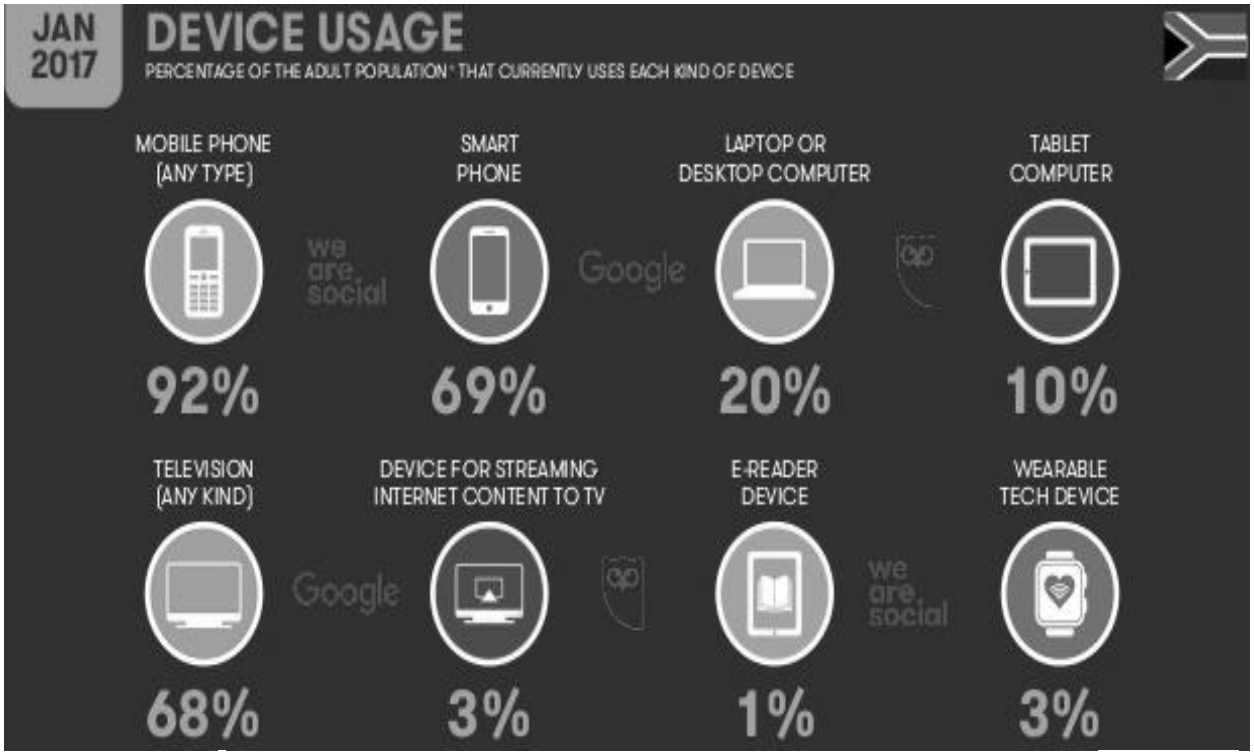
3.9 … is the organisation's beliefs, values and attitudes displayed by the employees.

3.10 With a push strategy the company aims its … at the distributor rather than at customers.

(10 × 1) **[10]**

QUESTION 4

Study the picture below and answer the questions.



[Source: *https://www.slideshare.net/wearesocialsg/digital-in-2017-southern-africa*, 28/05/2018]

4.1 Identify the THREE devices most effective for marketing purposes. (3)

4.2 Explain your answer in QUESTION 4.1. (2)

4.3 What TWO mediums can be used for advertising on nonsmart phones? (2)

4.4 Name and explain the advantages of successful media planning. (8)

4.5 Name the FOUR main factors that influence the choice of advertising media. (4)

4.6 List the steps in personal selling. (7)

4.7 Explain the difference between *internal* and *external service suppliers*. (2 + 2) (4)

[30]

QUESTION 5

5.1 Explain why differentiation is used as a competitive strategy. (2)

5.2 Name and explain FOUR differentiation strategies an organisation can use. (8)

5.3 Name and explain FIVE guidelines for implementing a sales strategy. (10)

5.4 Give TWO examples of consumer promotions that can be used in a retail store. (2)

5.5 State FOUR things a company needs to look at to keep pace with other competitive strategies. (4 × 2) (8)

[30]

QUESTION 6

Read the scenario and answer the questions.

SHOPRITE - A LEADING EMPLOYER IN AFRICA

With over 148 000 staff members, the Shoprite Group is the largest private sector employer in South Africa and a leading employer in Africa.

They pride themselves on their human resources management processes and the annual growth in total staff complement serves as evidence that their team has developed appropriate institutional processes which facilitate the attraction and recruitment of staff.

Attracting and retaining the right people and maintaining healthy relations with their employees and labour representatives are essential to their continuous improved competitive positioning.

They have developed systems for recognition and rewarding that are unique and loved by the Shoprite people. One example is the Super Service Awards competition which rewards staff across all brands in 15 countries for providing superior customer service. The programme focuses on the key areas of service – staff, store and stock. Staff receives rewards for their participation as well as for the branch's performance throughout the course of the year.

[Source: *https://www.shopriteholdings.co.za/group/staff.html*, 02/06/2018]

6.1 What rewards programme does Shoprite have for its employees? (2)

6.2 What is helping Shoprite have a competitive position? (2 × 2) (4)

6.3 Name TWO aspects Shoprite can use to monitor employee performance. (2)

6.4 Why do organisations measure the performance of employees? (4 × 2) (8)

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6.5 Name and explain THREE main types of conflict in a team. (6)

6.6 State FOUR roles of team members in creating a positive work environment. (4)

6.7 Give FOUR principles in the code of conduct of an organisation. (4)
[30]

QUESTION 7

7.1 Use a diagram to illustrate the organisational structure of Shoprite's marketing department in interaction with other departments.

INFORMATION:

- Together with the marketing department there are four other heads of department namely production, finance, human resources and administration.
- All these managers report to the CEO, Mr P.C. Engelbrecht.
- Mr A. Gerber, who is the public relations officer, reports to Mrs F. Khan, the marketing manager.
- There is one consultant who works in the public relations department under Mr A. Gerber. (8)

7.2 State the SEVEN main elements of a media plan. (7)

7.3 State THREE things to remember when setting goals within a team. (3)

7.4 What are the FOUR advantages of personal selling? (4)

7.5 Identify and describe FOUR ways to monitor promotional sales. (8)
[30]

TOTAL: 150

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