higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

ADVERTISING AND PROMOTIONS
NQF LEVEL 3

(3041013)

7 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 9 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.

NC(N)

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SECTION A

QUESTION 1

Choose a word or term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–M) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	The process of developing media objectives	A	media scheduling
1.2	Affects the company's image	B	denial
1.3	The rate at which goods are produced	C	focus strategy
1.4	To be honest with customers	D	media planning
1.5	A company that designs advertisements for other businesses	E	communication problems
		F	company ethics
1.6	Communicating information about the company as a whole	G	productivity
1.7	One of the main types of conflict	H	publicity
1.8	Something you are trying to achieve	I	call centre
1.9	When a company distinguishes its products from other similar products	J	differentiation
		K	public relations
1.10	An office where people answer questions and make sales without meeting the people	L	objective
		M	external service provider

(10 × 1) **[10]**

QUESTION 2

Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 To increase sales is a good example of (long-/short-) term objectives.

2.2 The process of developing media objectives is called (media scheduling/ media planning).

2.3 The cinema is most suited to advertise products to (the mass/a niche) market.

2.4 (To inform/Information) is an advertising objective.

2.5 With the (push/pull) strategy, marketing is aimed at the consumer.

2.6 Unpaid communication about a company is called (public relations/publicity).

2.7 The motor vehicle industry is part of the (monopolistic/oligopolistic) environment.

2.8 The (marketing/sales) manager is responsible for looking at the internal environment.

2.9 A strategy whereby you use all possible middlemen is called (intensive/selective) distribution.

2.10 (Denial/Personal differences) is a main type of conflict.

(10 × 1) **[10]**

QUESTION 3

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 A sales strategy forms part of the marketing strategy.

3.2 The number of working hours is an example of a policy.

3.3 Personal selling can be a stronger tool than advertising.

3.4 An advantage of print media is that you can pass it on.

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3.5 A trial close happens when the customer has decided to try the product.

3.6 Deciding on a budget forms part of the publicity plan.

3.7 One of the ways to implement a sales strategy is to give staff a training manual.

3.8 A competitive edge means that your competition is better than you.

3.9 A marketing opportunity can form part of a SWOT analysis.

3.10 A personal development plan can change your weaknesses into strengths.

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

Study the picture below and answer the questions.



[Source: *www.highlandretailacademy.com*]

4.1 Describe what is happening in the above picture. (4 × 1) (4)

4.2 Name THREE promotional elements you would add to the above scenario. (3)

4.3 Explain what is meant by a *marketing strategy*. (3 × 1) (3)

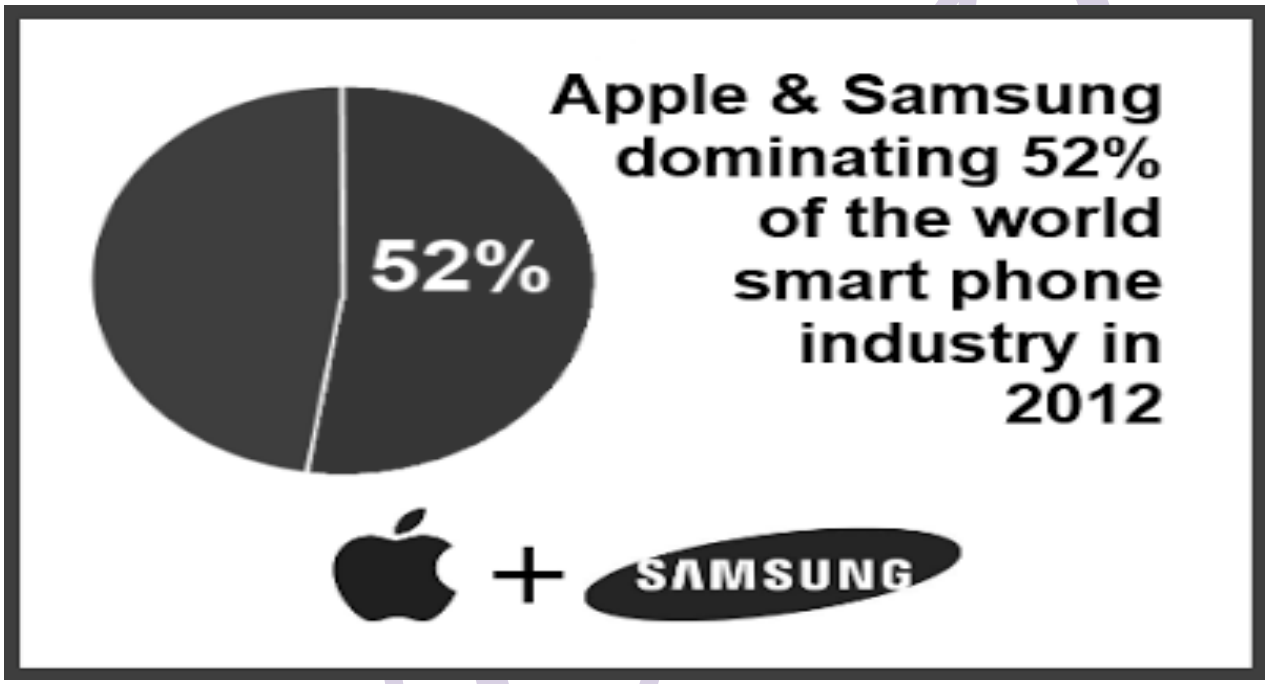
4.4 How would you monitor a marketing strategy? (4 × 1) (4)

4.5 Give, in the correct order, the steps of a marketing strategy. (6 × 1) (6)

4.6 Explain how you would implement a sales strategy. (5 × 2) (10)
[30]

QUESTION 5

Study the picture below and answer the questions.



[Source: *www.blogspot.com*]

5.1 Name the TWO brands that appear in the picture above. (2)

5.2 Identify the competition in the external environment of which the brands in QUESTION 5.1 are examples. (2 × 1) (2)

5.3 Describe, with relevant examples, the other THREE types of competition in the external environment. (3 × 3) (9)

5.4 Which distribution strategy would you use for the products in the picture above? Explain your choice. (2 × 2) (4)

5.5 How would you use trade promotions for the above products? (3 × 1) (3)

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5.6 There is a difference between *publicity* and *promotions*.

Draw the table below in the ANSWER BOOK and complete it as indicated.

	PUBLICITY	**PROMOTIONS**
Definition		
Example		
Characteristics		
Advantage		
Disadvantage		

(10 × 1) (10)
[30]

QUESTION 6

Study the picture below and answer the questions.



[Source:*www.cartoonstock.com*]

6.1 From the picture above it is obvious that the team members are working together and that their roles are integrated.

Explain the integration between roles and responsibilities throughout an organisation. (7 × 1) (7)

6.2 State the types of conflict that can arise in this team. (3 × 1) (3)

6.3 Explain to the team why every company has a code of conduct. (3 × 2) (6)

6.4 Name, and explain, SEVEN ways of setting goals in a work environment. (7 × 2) (14)
[30]

QUESTION 7

7.1 Identify the types of media depicted in the pictures below, and give FOUR advantages of each.

7.1.1



[Source: *www.nedbank.co.za*] (5)

7.1.2



[Source: *www.timeinc.net*] (5)

7.1.3



[Source: *www.google.com*] (5)

7.1.4



[Source: *www.sparinternational.com*] (5)

7.2 For a company, one of the most important aspects in deciding on which media to use, is the budget.

Name, and explain, the strategies that companies can use in deciding on the total budget. (5 × 2) (10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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