higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 2

XX February 2020

This marking guideline consists of 8 pages.

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QUESTION 1

1.1 True
1.2 True
1.3 False
1.4 True
1.5 True
1.6 False
1.7 True
1.8 False
1.9 False
1.10 False
1.11 False
1.12 True
1.13 True
1.14 True
1.15 False

(15 × 1) **[15]**

QUESTION 2

2.1 O
2.2 I
2.3 B
2.4 K
2.5 H
2.6 F
2.7 A
2.8 D
2.9 C
2.10 E
2.11 M
2.12 J
2.13 N
2.14 G
2.15 L

(15 × 1) **[15]**

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QUESTION 3

3.1
- Sender:✓ The source or person that sends the idea to the target audience✓
- Encoding:✓ Formulation of the message to be sent✓
- Message:✓ The idea sent by the sender to the target audience✓
- Decoding:✓ The audience interpreting the message✓
- Channel\Medium:✓ Any instrument used to deliver the message to the target audience✓
- Receiver:✓ Target market, audience or recipient of the message✓
- Feedback:✓ The reaction the target audience/recipient of the message gives on the message that was sent✓ (Any 5 × 2) (10)

3.2 To interpret the symbols or signs in order to understand their meaning. (3)

3.3 3.3.1 Advertising helps to build the general image of a product, or to change the perception of the product, to increase sales or grow the market of the product.

3.3.2 Personal selling is an effective way to increase sales and maintain sales and to establish and maintain relations with customers.

3.3.3 Public relations: Building awareness and the image of a product; changing the public's perception of a product and advertising new products.

3.3.4 Sales promotion: Getting customers to try out a product by giving out samples or coupons; offering discounts and special offers and to build awareness by using displays in stores.

(4 × 2) (8)

3.4 Persuasive communication is defined as communication that is directed towards changing or altering✓ another person's beliefs, attitudes✓ and ultimately also the behaviour.✓ (3)

3.5
- Direct route
- Peripheral route (2)

3.6 3.6.1 An internal barrier is a psychological barrier that exists in the mind of the sender and/or receiver.✓
Examples: Prejudice, nervousness, past experiences, religion, beliefs, language✓

3.6.2 An external barrier is a physical barrier in the environment around the sender and receiver that interrupts the conversation or makes it difficult to follow it.✓
Examples: Any noise like a cellphone that rings, a noisy lawnmower, a broken telephone, untidy handwriting, confusing language, badly printed document or fax.✓

(2 × 2) (4)
[30]

QUESTION 4

4.1
- To inform existing and potential customers/create awareness of new products or services
- To persuade the customer to buy the product or service
- To remind consumers or to reinforce a specific behaviour, for example where to buy the product
- To activate the customer to buy

(Any 3 × 2) (6)

4.2
- Sometimes also keep quiet to listen. (One cannot talk and listen at the same time.)
- Try to concentrate on what people are saying.
- Listen properly when people speak, don't interrupt them or finish sentences for them.
- Take notes to remember what they are saying.
- Be patient when listening to someone.
- Don't assume that you know what people want and try to work out what the customer expects.
- Reassure the speaker that you are listening by smiling, nodding, making eye contact.
- Watch the facial expressions and body movements of the person you are talking to.

(Any 5 × 2) (10)

4.3
- Analyse the situation✓
  Marketers must know the current situation (target market, competitor) through research, surveys and competitor analysis.✓

- Set marketing communication objectives✓
  Marketers need to know who the target market is and what the message is.✓

- Develop the message✓
  The marketers will brainstorm ideas, getting opinions form objective observers and have a marketing strategy meeting approved by top management.✓

- Plan the marketing activities✓
  Establishing the budget, making media choices, briefing external suppliers like advertising agencies and finalising strategy and marketing materials.✓

(4 × 2) (8)

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4.4 4.4.1
- Persuade the potential customer to place an order
- Request more information/obtain an inquiry
- Pay money to support a cause, such as a charity or sponsorship
- Market a new product to a potential buyer
- Build goodwill/rapport
- Expand the market
- Prepare the ground for the visit of a salesperson (Any 3 × 1) (3)

4.4.2
- The letterhead and date
- Name and address of recipient
- Greeting
- Opening line
- Lead paragraph
- Body
- Conclusion
- Salutation
- Signature
- Capacity of the sender
- Enclosures
- Reference number (Any 3 × 1) (3)

[30]

QUESTION 5

5.1
- It always has a goal.
- It always has an audience in mind.
- It is external.
- It is planned.
- It is constantly evaluated. (5)

5.2 PHASE 1: The introductory phase✓
The product is new and advertisements need to be bold and very different to competitor products.✓

PHASE 2: The growth phase✓
The product is popular and customers are buying it for the second or third time. More advertisements lead to more customers and increased market share. Competitors took notice of the product.✓

PHASE 3: Maturity phase✓
The marketplace has become saturated. The product's more subtler features are being advertised, or new uses of the product. Packaging may change to still attract consumers.✓

PHASE 4: The decline phase✓
The product reached a decline stage due to changes in lifestyle, taste or technology. No more advertising and promotion takes place and product dies out.✓ (4 × 2) (8)

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5.3

Company letterhead✓

AV Panelbeaters✓
P.O. Box 1234
Amanzimtoti
3003

13 September

Mrs H Nyambi
P.O. Box 5678
Doonside
3001✓

Dear Madam✓

COMPLAINT: FAULTY BRAKES✓

Thank you for drawing our attention to this crucial problem. I would like to apologise on behalf of our company and assure you that this will never happen again.✓✓

I have spoken to the workshop supervisor and he informed me that our learner receptionist forgot to include the faulty brakes in the job card. I would like you to bring in your vehicle at your soonest convenience to have it repaired.✓✓

We trust that you would acknowledge our apology.✓

Kind regards.

Yours faithfully✓

C Morgan✓ (any name)
Workshop manager✓ (14)

5.4

- Pitch
- Volume
- Pronunciation and articulation
- Speech and language (Any 3 × 1) (3)

[30]

QUESTION 6

6.1 6.1.1 Spur (1)

6.1.2 Beef Burger or Chicken Burger or Texan-fried Chicken Burger or Soya Burger (1)

6.1.3
- Television
- Newspaper
- Billboards
- Radio
- Internet (Any 1 × 1) (1)

6.1.4
- Children✓ – Children loves to eat fast food✓
- Mum's✓ – Convenient for them not to cook✓
- Family✓ – Enjoy family time✓ (Any 2 × 2) (4)

6.1.5
- Steers
- Burger King
- MacDonald's (3)

6.1.6 A – Attention✓
It can be captured through use of colour, music, interesting illustrations, different fonts, photos or graphics.✓

On the advert: Picture of the burger; big font; use of colour✓

I – Interest✓
It is created though factual information about the product so that consumers can investigate further, listen or read or watch the rest of the advertisement and more.✓

On the advert: Buy a single burger and get another one free; different types of burgers on offer; 160 g pure beef✓

D – Desire for the product or service✓
Advertisers usually play on the consumer's needs such as the needs for status, ambition, comfort, relaxation or security to stimulate desire.✓

On the advert: Social aspect – to enjoy the atmosphere of the Spur; to save money while enjoying a good quality burger✓

A – Action✓
Motivates the consumer to actually go and buy the product or service being advertised as soon as possible. Provide a contact telephone number or invite the customer to buy.✓

On the advert: '#MondayBurger; Spur FREE burger Mondays'✓
(4 × 3) (12)

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	6.1.7	Physiological/Survival need	(2)
	6.1.8	Food is advertised.	(2)
6.2	6.2.1	Clicks Pharmacy	
	6.2.2	Slogan	
	6.2.3	Social	
	6.2.4	Any explanation Products sold by the retailer are beauty products and health	(4 × 1) (4)
			[30]
		TOTAL:	**150**

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