higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MARKETING COMMUNICATION
NQF LEVEL 3

3 March 2020

This marking guideline consists of 7 pages.

Copyright reserved

SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

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

(10 × 2) **[20]**

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 3

3.1
- Micro environment
- Market environment
- Macro environment (Any 2 × 1) (2)

3.2
- Advertising
- Personal selling
- Sales promotion
- Publicity
- Public relations
- Sponsorship
- Direct marketing
- E-communication (8)

3.3 3.3.1
- Colours in marketing communication must be eye-catching.
- People can have an emotional association with certain colours.
- Bright colours may convey a message of happiness or danger.
- Soft colours can mean romance or peace. (4)

3.3 3.3.2 Bright colours convey a message of happiness or danger,✓✓ and soft colours can mean romance or peace✓✓ (4)

3.3.3
- Danger
- Success
- Passion
- Excitement (Any relevant 2 × 1) (2)

3.4
- Customer's name
- Name of the organisation
- Date issued
- Number of invoice
- Description of product or service bought
- Total price and any discount (Any 5 × 1) (5)

3.5
- Letterhead
- Date
- Address
- Title of addressee
- Subject line
- Lead paragraph. Or opening paragraph
- Body
- Name and surname of sender
- Greeting
- Headline and opening line
- Closing paragraph
- Attachment (Any 5 × 1) (5)

[30]

QUESTION 4

4.1
- Sender:✓The one sending message to audience on presentation✓
- Message:✓ Contents of the presentation✓
- Receiver:✓ Audience to whom the sender presents✓
- Response/Feedback:✓ Reactions from the receivers of the message✓
- Barriers:✓ Prevents audience to receive message✓ (5 × 2) (10)

4.2
- Overhead projector
- Flip chart
- White board and chalkboard
- Videos
- Demonstrations
- Display stand
- Product sample (Any 5 × 1) (5)

4.3
- Make sure everyone can see the product that you are demonstrating.
- Explain every step.
- If possible, let people touch the product.
- Show all the possible uses of the product or service demonstrated.
- Ensure to present and demonstrate features that specifically benefit the buyer.
- Invite the audience to ask questions while you do the demonstration.
- Talk in simple, clear language. (Any 5 × 1) (5)

4.4 Assertiveness means being able to communicate your view clearly without ignoring or hurting someone else's feelings. (2)

4.5
- They communicate their views and ideas clearly and confidently.
- They know that they have something worthwhile to say and they know how to say it so that it is put across clearly.
- They know how to say no if they do not agree.
- They are honest. (Any relevant 4 × 2) (8)

[30]

QUESTION 5

5.1
- Keep the story newsworthy✓ and the information relevant.✓
- Keep focused✓ on only one subject✓ in the press release.
- Be specific✓ and do not use general statements. Try to be as specific as possible.✓
- Keep it short✓ and use short sentences and paragraphs.✓
- Keep it relevant✓ and do not include anything that is not relevant to the topic of the press release.✓
- Ensure correct grammar✓ by paying attention to your language.✓
- Be culturally aware✓ and do not say something that may hurt.✓
- Be responsible✓ and do not say something irresponsible.✓
- Comply with legal requirements✓ by ensuring you are not breaking the law by anything you say or do.✓ (Any relevant 6 × 2) (12)

5.2 5.2.1 Get the reader's attention
State the most important benefit of the product
Make a promise (Any relevant 3 × 1) (3)

5.2.2
- Offer proof of the promise in the headline
- Talk about the benefit of the product
- Give enough details to persuade product is worthy buying (Any relevant 3 × 1) (3)

5.2.3
- Get reader to take next step
- Give contact details: telephone number, email address, webpage
- Wording like 'Limited stock available' urges the reader to act soon (Any relevant 2 × 1) (2)

5.3
- Direct denial
- Indirect denial
- Compensation method
- Boomerang method
- Postponing method (5 × 1) (5)

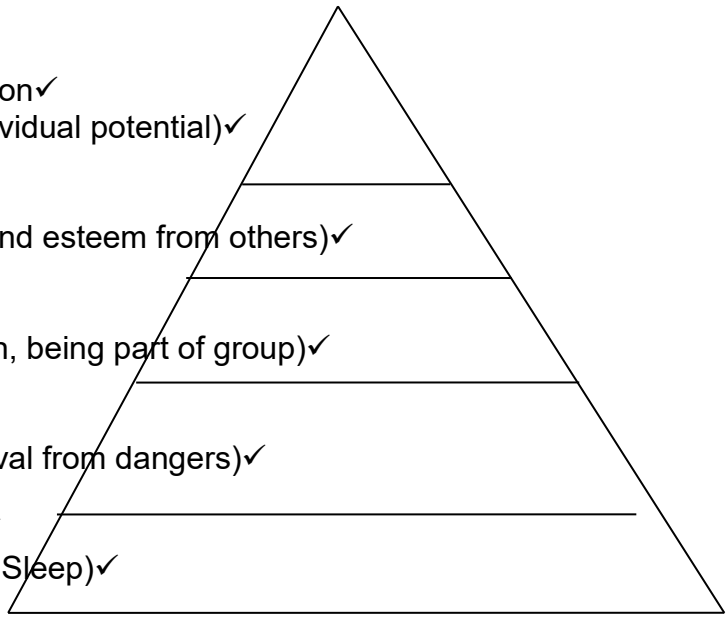
5.4
- Low cost
- Flexibility
- Wide reach
- Targeting
- Attracting more interest
- Get new customers
- Brand the business
- Create impulse
- Brand the location of the business (Any relevant 5 × 1) (5)

[30]

QUESTION 6

6.1 Reason behind someone's action (2)

6.2



Self-actualisation✓
(Achieving individual potential)✓

Esteem✓
(Self-esteem and esteem from others)✓

Belonging✓
(Love, affection, being part of group)✓

Safety ✓
(Shelter, removal from dangers)✓

Physiological✓
(Health, Food, Sleep)✓

(TWO marks for the diagram and the correct order)
(Each level and example 5 × 2) (12)

6.3
1. Opening
2. Welcome
3. Attendance register
4. Apologies
5. Minutes of the previous meeting
6. Matters arising
7. Date of next meeting
8. Closing (8)

6.4 6.4.1
- Increasing sales
- Higher profits
- Improving image
- Competitive edge (4

6.4.2
- Cellphones
- Touch-screen control panels
- Emails (Any relevant 2 × 1) (2)

6.4.3 Phrase catching immediate attention,✓ usually short, easy to remember✓ and used in marketing communication (2)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved