higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

MARKETING COMMUNICATION N6

15 JUNE 2016

This marking guideline consists of 7 pages.

Copyright reserved

QUESTION 1

1.1
- It is mainly a one-way communication✓✓
- It is communication with groups of consumers✓✓
- It is dependent on symbols, pictures, signs and words✓✓
- It is low-cost mass communication✓✓
- Readers are selective✓✓
- It is important for the transfer of information
- It is persuasive communication

(Any 5 × 2) (10)

1.2
- A good creative ability✓✓
- A good understanding of the client's product or service✓✓
- A sound knowledge of marketing✓✓
- A good service and a concern for detail✓✓
- A personal interest in the client✓✓

(5 × 2) (10)

1.3 Mature phase of product life-cycle

At this stage the product has established itself as a brand name and is generating profit.✓ Market share is usually remaining constant.✓ Promotion is now trying to achieve the following: defending the brand name market share, as well as product innovation and renovation to achieve the above.✓

This phase lasts the longest.✓ Product adaptations are done frequently (usually annually) and product lines are expanded.✓ After sales service and maintenance play an important role and should be brought into the advertising message.✓ Style rather than functional improvement is getting attention.✓ Promotion is aimed at loyalty. High promotional investment may be required to retain market share. Intensive marketing will lead to brand name loyalty.✓

Advertising strategy: Stress brand name loyalty.

Advertising theme: Remind advertising, as most consumers are already aware of the brand characteristics at this state.✓ Vast sums are spent on promotion which involves influencing consumers to change brands and secondly to convince existing consumers to become loyal supporters.✓ (10)

1.4 Commercial advertising

- Who advertise: Manufacturers and wholesalers of merchandise.✓✓
- What is advertised: Goods intended for resale.✓✓
- The message is directed at retailers and other wholesalers of merchandise.✓✓
- The target market is found country wide.✓✓
- The desired reaction: Keep my product in stock and thus ensure a greater profit for your company.✓✓ (10)

1.5 Five oral media in public relations

- Radio: news reports, advertisement and talks✓✓
- Public speeches.✓✓
- Personal contact or liasing.✓✓
- Handling complaints and enquiries✓✓
- Plant visits✓✓
- Receiving visitors at special occasions
- Community service: participation in social and educational projects; grants and busaries
- Sponsorships of sports and cultural events
- Training of staff

(Any 5 × 2) (10)
[50]

QUESTION 2

2.1 Strengths and weaknesses of television

Strengths:

- Appealing to the senses
- High attention: viewer 'trapped'
- Excellent for demonstrations
- High reach
- Prestigious
- Involves the whole family

Weaknesses:

- Limited availability
- High cost
- General audience
- Long preparation required
- Repetition annoying (20)

2.2 Copy research

Copy research is directed at finding a unique product quality, the unique selling proposition, that can be used in the advertisement. This quality serves as a motivating factor and can be found in either the product itself or in the needs of the consumer. The copy-writer endeavours to find a factor differentiating his/her product from those of the competitors, saying "Buy my product and get these advantages.

Types of copy:

- Direct copy: selling points are used to persuade consumer.
- Normative copy: Includes a story or situation which leads up to the selling points.
- Institutional advertisement: The copy sells the idea rather than stressing the selling points.
- Dialogue and monologue: The characters in the advertisement sell the idea in their own words.
- Picture and caption copy: A series of illustrations tells a story.
- Gimmicks: Humour and rhyming are some to the tricks used.
- Comparison with competitors. (15)

2.3 Percentage of sales method

It is the easiest method.✓ Appropriations are based on a percent of either past sales figures or of anticipated sales estimates or a combination of both.✓

This method allows for declining sales, an expected increase in sales in accordance with advertising and for a declining market situation. √ Provision is thus made for re-investment of profits in advertising.✓ This approach can be used by companies with the same situation year after year.✓

Advantage: The advertiser is assured of the sum of money available;✓ the method is also easy to control.✓

Deficiencies: This method does not allow for changes;✓ advertising does not take place according to market conditions;✓ ideal opportunities cannot be utilised;✓ marketing opportunities cannot be utilised if they have not been budgeted for✓.

Advertising cannot be determined by sales – sales should be determined by advertising rather.✓ Therefore, the better the sales, the more advertising can take place.✓ It means that the market leader will always retain his/her position✓. Advertising is in particular one of the strategies used to attack competitors.✓ (15)

[50]

QUESTION 3

3.1 Combination offers

Combination offers differ from premium offers✓ in that the items offered in combination may also be bought separately from the dealer.✓ A combination offer combines two or more products✓ in one selling unit ✓at a price below that of the two items✓ if purchased separately.✓ There should be a relationship√ between the two items✓eg. a toothbrush√ and toothpaste. √ (10)

3.2 Qualitative objectives of personal selling

- Prospecting✓✓
- Communicating✓✓
- Assisting intermediaries✓✓
- Servicing✓✓
- Information gathering✓✓ (10)

3.3 Pretesting

Before an advertising campaign can be launched,✓it should be tested,✓as costly mistakes can be eliminated in this way.✓Although only the advertising copy is normally tested✓, it can also be done for other strategic aspects✓ of the campaign, such as media selection.✓ In this section pretesting of the advertisement itself✓ will be analysed.✓ Pretesting is done to determine✓the communication effectiveness of the advertisement✓ in 'normal' conditions. ✓ (10)

3.4 Five criteria to measure advertising effectiveness

- An increase in the awareness of the message✓✓
- The degree to which the target market can remember something about the message or the medium✓✓
- The degree to which the commercial has changed attitudes and opinions of the target market✓✓
- The credibility of the characters in the advertisement✓✓
- The number of enquiries received after the release of the advertisement✓✓

(5 × 2) (10)

3.5 Price according to demand

In this case, consumer demand determines price,✓ The implication is that if demand decreases,✓ the price of the product will also decrease.✓ Other factors affecting the price of products are the availability of substitutes✓, the nature of the need✓, the durability of the product✓, the impact of the total price✓, and competitive pressure.✓ Another factor playing a role is the attitude of the consumer✓ towards the brand name. Brand name loyalty can be seen as added value to a product.✓ (10)

[50]

QUESTION 4

4.1 Organisation of marketing communication

TOP MANAGEMENT

PRODUCTION DEPT.	FINANCIAL DEPT.	HUMAN RESOURCES DEPT.	MARKETING DEPT.

ADVERTISING	PERSONAL SELLING	SALES PROMOTION	PUBLICITY	PUBLIC RELATIONS

(10)

4.2 Media Plan

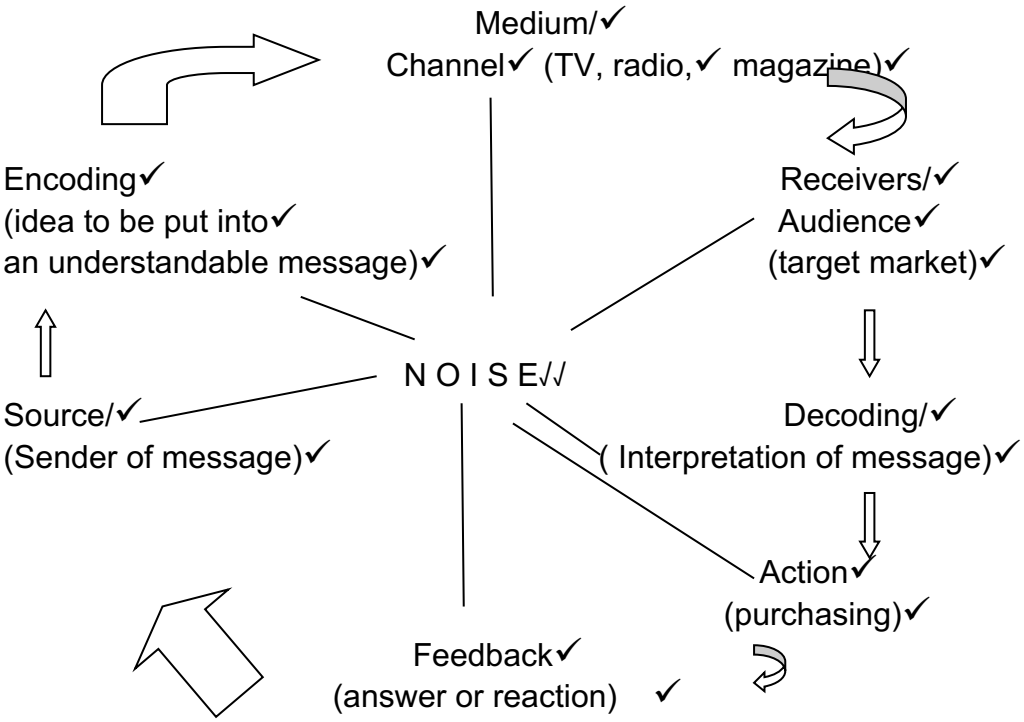
- Appeal✓
  Any advertisement in a campaign✓ needs to have strong appeal.✓This appeal can be through creativity✓ or the full employ of the media opportunities, for example coloured advertisements✓ that are much more striking✓ than monochrome advertisements.✓

- Reach✓
  Reach refers to the ability of the medium✓ to reach the target market.✓More suitable media usually cost more✓.

- Frequency✓
  The more the consumer is exposed to the message,✓ the more forceful the impact✓ of advertising becomes.✓ However, media cost increases in line with growing frequency.✓

- Continuity✓
  Continuous exposure is much more effective that interrupted exposure.✓However, the media budget✓ will determine how much continuity will be employed.✓ (20)

4.3 Process of advertising communication



(20)
[50]

TOTAL: 200

Copyright reserved