higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

19 JUNE 2018

This marking guideline consists of 9 pages.

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SECTION A (COMPULSORY)

QUESTION 1

1.1
- Well-designed and need-satisfying product
- Good brand name
- Attractive packaging
- Realistic price
- Suitable distribution channels
- Adequate marketing information (6 × 2) (12)

1.2
- The product is new to the market and therefore needs to be introduced.
- There is a very slow increase in sales.
- A lot of information about the product must still be disseminated to the consumer to become familiar with it.
- The competition proves the new product vulnerable due to an improper distribution channel at the beginning.
- More investment in sales promotion is needed.
- Profit at this stage is not much of a concern for management because the product is still on trial.
- The aim is to generate a lot of product awareness through advertising campaigns.
- The target is any first customer who wants to experiment with the product.

(Any 5 × 2) (10)

1.3
- The accessibility of the practitioner to the advertiser, the range of services offered and his/her compatibility with the client's philosophy
- The creative ability of the agency, mutual cooperation within the agency and the dedication of staff
- The achievement of the agency in other campaigns
- The maintenance of satisfactory client relationships
- The client's advertising budget
- The consistency of the agency in executing its responsibilities and cooperation with clients (6 × 2) (12)

1.4
- Nature of the product: Certain products need particular media to make an effective impact on the target market, e.g. a photocopier must be demonstrated to show it works, so television will be the best option.
- Nature of the distribution channel: For example: media that can be used for a particular product will vary in relation to the mode of distribution used, i.e. whether the company use an intensive, selective or exclusive distribution mode.
- Nature of marketing communication: Marketing communication objectives will determine the kind of media in this regard, because if the aim is to create awareness the best choice will be a mass-communication medium.
- Nature of advertising message: Whether the message is long or short will have an impact on the choice of media. (4 × 2) (8)

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1.5

PREMIUM OFFERS	COMBINATION OFFERS
• Free article with the bought product • Free gift serves as incentive to encourage buying • Used to obtain brand loyalty • Coupons are packed with product for customers to qualify for a gift	• Combined package of complementing products at lower price • E.g. Koffiehuis with Cremora milk powder • There should be a relationship between the products • Such products can be bought separately at other retailers

(4 + 4) (8)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1
- Before any public-relation programme can start, the management of the company must provide full support.
- PR officials need not be apologetic and it is not their function to sort out problems – their duty is to prevent them from occurring as well as always anticipating them.
- PR officials should be informed of the policy matters and planned action of the organisation to be able to proactively execute their duties.
- PR programmes should be given high priority to prevent problems and anticipate future challenges.
- There are a number of preparatory tasks that PR officers should tackle before the real job – his/her success depends on the effectiveness thereof.

(5 × 2) (10)

2.2
- Newspapers
- Direct mail
- Advertisement in the press in the form of posters
- Films and photos
- Packaging products
- Publications such as brochures and pamphlets
- Exhibitions
- Staff magazines

(Any 4 × 1) (4)

2.3
- Exhibitions
- Brochures
- Demonstrations
- Samples
- Diaries
- Mail advertisements
- Coupons
- Catalogues
- Reports
- Competitions (Any 6 × 1) (6)

2.4
- National Press Union (NPU):✓ responsible for content and placement of advertisements approved by the board for media commission✓
- The South African Broadcasting Commission (SABC):✓ controls radio and television advertisements✓
- Other media/advertising agencies:✓ involves outdoor media regulations✓
- Advertising Standard Authority of Southern Africa (ASASA)✓: ensures that advertising is honest, legal, truthful and decent✓
- Government:✓ ensures that advertising comply with legislature and other state laws✓ (5 × 2) (10)

2.5
- Primary demand trends:✓ There must be a favourable primary demand before a selective demand can be advertised.✓
- Differentiating characteristics of the brand name:✓ The more unique and outstanding the product, the better the advertising opportunities are.✓
- Hidden qualities:✓ Certain product qualities are hidden in such a way that it can only be experienced after using the product – selective-demand advertising can point out such qualities.✓
- Consumers' buying patterns and habits of usage:✓ Products with higher unit values are more suitable for selective-demand advertising.✓
- Marketing concept:✓ All elements of the marketing mix should contribute to make the advertising successful.✓ (5 × 2) (10)

2.6
- Products are easily recognised at points of sale
- Facilitates self-service
- Less personal selling is required because the product advertises itself
- Promotes impulse buying
- By only advertising the brand name, the advertiser's whole range of products is promoted
- Once consumer loyalty has been established he/she only needs to be reminded of the brand name in the advertisement (5 × 2) (10)

[50]

QUESTION 3

3.1
- Giving samples to consumers makes them feel they are receiving free gifts
- Very flexible tool that can be used at any given stage
- Only limitations are the lack of skills and ingenuity of communication
- Sale promotion techniques are temporary by nature
- Relatively costly method (Any 5 × 2) (10)

3.2
- Product description
- Product distribution and advertising
- Target market
- Geographic market area
- Consumptive patterns (5)

3.3
- Reach
- Traffic flow
- Acceptability terrain or space
- Distribution of units
- Number of existing units
- Maintenance of terrain
- Visibility
- Legislation
- Cost analysis
- Competitive media
- Market share (Any 5 × 1) (5)

3.4
- Recognition tests: A sample of readers of the particular edition is chosen.
- Memory tests: People regularly exposed to a specific medium are interviewed to determine what they can remember about the advertiser and his/her product.
- Control list: A list containing important features of the advert is compiled. Copywriters and consumers access it according to a scale.
- Order of merit: A test advert can be compared with other test adverts where consumers are asked to place the adverts in order of merit.
- Theatre techniques: These are suitable for pretesting of television and radio advertisements.
- Shopping centre technique: Groups of customers are tested by means of questions about the advert and then issued with coupons. The number of coupons returned can be used to determine the effectiveness of the advertisement. (6 × 2) (12)

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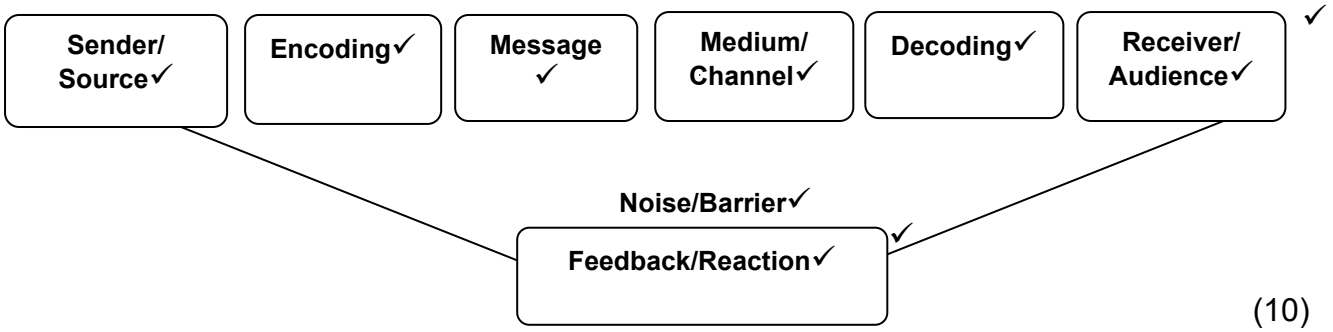
3.5
- Specific advertising objectives facilitate the integration of advertising with the other elements of the marketing mix to render an optimal marketing policy and strategy.
- Marketing management can, with the aid of specific advertising objectives, make more effective decisions about alternative advertising plans and programmes.
- Specific advertising objectives help to determine the advertising budget.
- These objectives can be used to evaluate the effectiveness of the advertising campaign. (4 × 2) (8)

3.6
- Control lists: These lists are based on the fundamental requirements of a good advertisement as determined by experts in the field.
- Consumer panels: Selected groups from the target market are exposed to the advertisement and their reaction is analysed.
- Test markets: This is testing in the field where respondents react under normal environmental conditions, frequently unaware of being tested.
- Enquiry test: The coupon system allows persons in the test market to enquire about a special offer mentioned in the advertisement.
- Split-run tests: These apply to both print and broadcasting media. It is also accompanied by special offers. (5 × 2) (10)

[50]

QUESTION 4

4.1 **Advertising communication model✓**



(10)

4.2
- Consumers
- Social reforms
- Racial relations
- Government pressure
- Ecology
- Resource shortage
- Malpractice and unreliability (Any 5 × 2) (10)

4.3
- Customers normally ask questions during a presentation or when asked to order.
- Resistance will come in various forms, e.g. reluctance to give up on what they are used to.
- Some resistance might be a result of bad relations with sales representatives or even due to prejudicial perceptions.
- There might be logical objections to prices or terms and conditions of delivery.
- The salesperson should maintain a positive attitude throughout the entire duration of the presentation to handle such objections successfully.
- He/She might ask the customer to clarify the objection or simply turn the objection into a valid reason to buy or even ask the customer a question that will result in the customer providing the answer to his/her own question. (Any 5 × 2) (10)

4.4
- Good creative ability
- Good understanding of the client's product or service
- Sound knowledge of marketing
- Good service and a concern for detail
- Personal interest in the client (5 × 2) (10)

4.5
- Advertising is the most costly way of communication.
- It is difficult to estimate the effect of advertising on profits, sales and the marketing situation.
- Experience and forecasting are key factors in determining the advertising budget.
- Advertising should be regarded a capital investment and not a current operating expense.
- It is important to understand how the target market reacts to an advertising message. (5 × 2) (10)

[50]

QUESTION 5

5.1 Visualisation refers to the images used in an advertisement.✓ It builds on the copywriting, complementing and rendering impact to it.✓ The role of the artist is to draw the consumer's attention through action,✓ realism,✓ sentiment,✓ sex,✓ adventure✓ or exceptional humour.✓ The type of visualisation will be determined by cost, reproduction and time available.✓ Photography,✓ wash drawing✓ or line drawing✓ can be used. (12)

5.2 **Step 1: Become aware of the need**
At this point the consumer becomes aware of brand names and advertising messages. Brand name acceptance and recognition occurs. Advertising is the most effective way to inform the masses of their unsatisfied needs, especially if you do not know who the consumers are.

Step 2: Collect information
Once the consumer is aware of the problem, he/she will be ready to look for information regarding the product. The consumer must be informed about the product through sales promotion, exhibitions and personal sales.

Step 3: Evaluate the alternative
The consumer now has to choose between various products/brands. The advertiser has to decide which criteria apply in the evaluation of this product and should include that information in the advertising message.

Step 4: Take the decision
The consumer will choose the product that will best satisfy his/her needs according to his/her criteria. If the marketer knows his/her goal market, he/she will understand what those criteria are. This step determines the consumer's attitude towards the product and stimulates a desire to satisfy his/her needs.

Step 5: Action
This step follows after the decision has been taken. To make sure that the consumer stays with his decision, point-of-sale advertising can be used to persuade him/her to take action.

Step 6: After-sales evaluation
If the consumer is satisfied with his/her purchase, brand name preference or even brand name insistence may follow. The attitude of the consumer can be strengthened further by successive communication. (6 × 2) (12)

5.3
- The brand name should be short, forceful, but easy to pronounce.
- It should be easily recognisable and easy to remember.
- It should be a pleasant name to say.
- It should never become outdated.
- It should be reconcilable with any advertising media.
- It should tell the consumer something about the product. (6 × 2) (12)

5.4
- Formulate standards for strategic points.
- Compare the true performance with the standards mentioned in step 1.
- Evaluate the differences between the true performance and the standards set.
- Direct decisions at preventing deviations in future campaigns. (4 × 2) (8)

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5.5
- Try to reach a specific sales objective.
- Increase the company's profit.
- Successfully utilise the company's assets. (3 × 2) (6)

[50]

TOTAL SECTION A: 150
GRAND TOTAL: 200

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