higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

9 June 2021

This marking guideline consists of 7 pages.

Copyright reserved

QUESTION 1

1.1
- Gaining and retaining goodwill of company
- Assisting management to act according to benefit of community
- Promoting sales as well as understanding and acceptance of company
- Keeping employees informed about activities of company
- Communicating role of company in economy of country
- Promoting system of free enterprise
- Educating public members about economic matters
- Promoting name of company as leading concern/organisation
- Developing new markets
- Promoting credibility of company and ensuring community's support
- Making government and financial organisations aware of company's value
- Maintaining good relations with trade unions (Any relevant 5 × 2) (10)

1.2
- Full-service agency✓ taking full control of company's advertising responsibilities to ensure maximum profits✓
- Industrial goods agencies✓ specialising in industrial markets for business publications, directories and direct mail✓
- Financial agencies✓ like commercial banks and other financial institutions✓
- International agencies✓ operating in more than one country like export agencies placing advertisements in overseas media✓
- Consumable goods agencies✓ specialising in developing marketing and sales ideas in consumer market✓ (Any relevant 5 × 2) (10)

1.3
- Availability of medium
- Sole use of space
- Cost per thousand receivers
- Media commission
- Availability of funds (Any relevant 5 × 1) (5)

1.4
- Radio news reports, advertisements and talk shows
- Public speeches
- Personal contact and liaison
- Handling complaints and enquiries
- Plant visits
- Receiving visitors at special occasions
- Community service
- Sponsorships
- Empowerment programmes for staff (Any relevant 5 × 1) (5)

Copyright reserved

1.5
- Short, forceful, easy to pronounce brand name
- Easy to recognise
- Not easily outdated
- Reconcilable with advertising media
- Saying something about product (Any relevant 5 × 2) (10)

1.6
- Personal selling to maintain distribution
- Less in-store promotions
- Heavy advertising and public relations to build brand loyalty
- Brand positioning studies by comparing sales with competitors
- Product differentiation stressed continuously
- Sales increased by word of mouth
- Advertising best form of communication to promote brand

(Any relevant 5 × 2) (10)
[50]

QUESTION 2

2.1

STRENGTHS	WEAKNESSES
• Low cost per reader • Suitable for high frequency • Geographically selective • Supports other ads • Large surface area	• Limited time for reading message • Short message required • No specific target market • Little space available • Environment affected aesthetically
	(5 + 5)

(10)

2.2
- Commercial news in press stimulates demand of products and services
- Helps public relations to manage perception effectively
- News items compiled in way to persuade media to place it
- Hosting events automatically adding value to company's commercial activities attracts media attention
- Featuring in most local and international news reports, attracting attention
- Organisation becomes well-known without spending money
- Involvement in community-related projects through sponsorships creates goodwill (Any relevant 5 × 2) (10)

2.3 Balanced arrangement✓ of various copy elements in advertising space✓ is important while movement✓ should lead the eye✓ to the end✓ of advertisement in which elements form a unit.✓ Advertisement should be clear and simple✓ with good layout accentuating✓ most important elements.✓ AIDA principle and credibility should form basis of advertisement.✓ Layout should be dramatic,✓ distinctive,✓ simple,✓ meaningful✓ and sincere.✓ (15)

2.4
- SABC
- ASASA or AS
- NPU
- Government
- Advertising agencies, media owners, advertisers (5)

2.5
- Product advantages:✓ Advantages of product against other generic products should be stressed✓
- Buying motives:✓ Determine what makes consumers buy certain product and emphasise those features and qualities to reinforce the need to buy it✓
- Social, economic and technical trends:✓ Ascertain effects of these trends on demand for generic products✓
- Price and product design:✓ Ongoing technological developments and product redesign are key to lowering prices which in turn might lead to increase in demand as opposed to charging high prices that might cause consumer resistance✓
- Profitability:✓ Cost of advertising campaign must be matched against benefits✓ (5 × 2) (10)

[50]

QUESTION 3

3.1 Competitions:
- Consumer skills are tested and lucky number drawn for raffles
- Competitions and raffles can best be used to introduce new product as well as promoting existing one
- May better traffic flow, stimulate distribution, introduce change in product or packaging and to get names for new products
- Campaign needs to be planned carefully for desired outcomes
- Decision about form determines competition rules about duration, terms and conditions, venues and prizes pertaining
- Effectiveness of the competition should be measured against advertising requirements and results published (Any FIVE)

Premiums:
- Article of merchandise offered free with a product, as an incentive to buy
- Normally comes at a relatively low price
- Used to obtain brand name loyalty
- Coupon premiums collected by consumer when buying in order to qualify for gift
- Examples of premiums could be sunglasses, diaries or make-up

(5 + 5) (10)

3.2
- Measurable:✓ Objectives formulated clearly and specifically about desired outcomes✓
- Bench mark:✓ Before specific objective can be formulated, the present position must be clear, for example present brand name awareness of target market✓
- Clearly defined target market:✓ Market segmentation must be carried out in all aspects of factors involved✓
- Time period:✓ Clear time frames for completion of advertising for evaluation purposes✓
- Written:✓ To help clarify misunderstandings and to serve as a guideline for duration of campaign✓ (5 × 2) (10)

3.3
- Prospecting:✓ Finding new or prospective buyers for the product/service and explaining to the prospect how the product/service can satisfy his/her needs✓
- Customer visits/calls:✓ Regular visits/emails/telephone calls to existing customers to provide support and assistance where necessary and to ensure customer satisfaction✓
- Obtaining orders:✓ Probably most important task✓
- Product presentation and demonstrations:✓ Helping new and existing customers understand how it works, the benefits, and how it can satisfy their needs✓
- Providing information:✓ Continuously providing information to customers/ prospects about company and products/services, new products, changes in products✓ (5 × 2) (10)

3.4
- Increase in awareness of message
- Degree to which target market can remember message or medium
- Degree to which commercial changed attitude and opinion of target market
- Credibility of source or characters in advertisement
- Number of enquiries received after release of advertisement (5 × 2) (10)

3.5
- Advertiser: manufacturers of consumable goods and services
- Advertising brands or services linked to name of company
- Message directed at final consumer
- Target market found country-wide
- Desired result: Buy the product (5 × 2) (10)

[50]

QUESTION 4

4.1
- Control lists:✓ Based on fundamental requirements of good advertisement as determined by experts✓
- Consumer panels:✓ Groups from target market exposed to advertisement and their reaction analysed✓
- Test markets:✓ Permits testing in field where respondents react under normal conditions✓
- Enquiry tests:✓ Coupon system used and effectiveness of advertisement gauged by number of enquiries received✓
- Split-run tests:✓ Used for both print and broadcast media comparing two advertisements✓ (10)

4.2
- Vast number of special skills and knowledge, to help organisation make informed decisions on executing advertising programmes
- Use an objective approach with broad knowledge and experience
- Offers organisation opportunity to use certain media commission services as agencies are members of commission
- Involves high financial risks, therefore specialised knowledge from outside vital
- Offers creative skills for organisations, sending out interesting, desirable and action-provoking communication producing desired results in terms of profit (Any relevant 5 × 2) (10)

4.3 4.3.1 Written document compiled by advertising agency for client stipulating how the particular chosen media will be used and for how long (2)

4.3.2
- Appeal:✓ Use of creativity by advertising agency creating strong appeal for advertisement✓
- Reach:✓ Ability of medium to reach target market✓
- Frequency:✓ More exposure to message leads to more forceful impact of advertising✓
- Continuity:✓ Continuous exposure much more effective than interrupted exposure✓ (8)

4.4
- Accessibility of practitioner for advertiser, range of services offered, and compatibility with client's business philosophy
- Creative ability of agency, mutual cooperation within agency, and dedication of staff
- Achievements of agency in other campaigns, and effectiveness of its research and planning
- Maintenance of satisfactory client relationships and punctuality in following up deadlines
- Client's advertising budget
- Consistency of agency, its sense of responsibility and cooperation with client (Any relevant 5 × 2) (10)

4.5
- Appropriations are based on a percentage of either 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 reinvestment of profits in advertising.
- This approach can be used by companies with the same situation year after year.
- Advantages: advertiser is assured of money available; method is easy to control.
- Deficiencies: does not allow for changes; advertising does not take place according to market conditions; ideal opportunities cannot be utilised if they have not been budgeted for. (Any relevant 5 × 2) (10)

[50]

TOTAL: 200

Copyright reserved