higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

MARKETING COMMUNICATION N6

30 NOVEMBER 2016

This marking guideline consists of 7 pages.

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QUESTION 1

1.1
- To announce a new product or service
- To expand the market to new buyers
- To announce a product improvement or extension
- To announce a price change
- To announce a pack change
- To make a special offer
- To market directly
- To alter attitudes
- To announce the location of dealers
- To broaden distribution
- To reinforce a buying decision
- To educate
- To remind
- To fight competition (Any 5 × 2) (10)

1.2
- Accessibility of practitioner for advertiser –Range of services offered and their compatibility with the client's business philosophy.
- Creative ability of agency – Mutual cooperation within the agency and dedication of the staff.
- Achievements of agency in other campaigns – Effectiveness of their research and planning in other campaigns.
- Maintenance of satisfactory client relationships and degree of punctuality in following up deadlines.
- Client's advertising budget.
- Consistency of the agency – Their sense of responsibility and cooperation with the client. (Any 5 × 2) (10)

1.3
- There is a decrease in sales.
- Consumers are looking for other products that are more modern and satisfy needs better.
- Retailers are beginning to remove the product from their shelves.
- Promotion is decreased and the only objective of marketing is to generate profit.
- Degree of profit-taking will determine when the product will disappear from the market entirely.
- Decrease in sales seems to be permanent.
- Distribution may be restricted to speciality points only and limited and selective promotion will be established.
- Advertising strategy is to stress discounts in price in order to get rid of stock.
- One objective of the advertising theme is to get rid of stock.
- The other objective is to do so at the lowest possible promotional cost. (10)

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1.4
- Retailers such as department stores, supermarkets, liquor stores, chemists, dry cleaners, estate agents and transport services are the people who advertise.
- Products and services offered in the retail industry are advertised.
- The message is directed at the final consumer.
- The desired reaction is that people feel they must buy at a specific shop.
- The target market is usually found locally but sometimes also nationally, e.g. OK bazaar. (5 × 2) (10)

1.5
- To gain and retain the goodwill of the public.
- To assist management to act in the interest of the community.
- To promote understanding and acceptance of the company as well as to promote sales.
- To keep employees informed about the activities of the company.
- To communicate the roles of the company in the economy of the country.
- To promote the system of free enterprise.
- To educate the public regarding economic matters.
- To promote the name of the company as a leading organisation.
- To develop new markets.
- To promote the credibility of the company and show that it's worthy of the support of the community.
- To make government and financial groups aware of the company's value.
- To maintain good relations with trade unions. (Any 5 × 2) (10)

[50]

QUESTION 2

2.1 Strengths:
- Cost per reader is low
- Suitable for high frequency
- Geographically selective
- Support for/Reminder of other ads
- Large surface area

Weaknesses:
- Limited time for message to be read
- Short message required
- No specific target market
- Little space available
- Affects environment (10 × 2) (20)

2.2 Doing the final layout involves arranging the various copy elements effectively✓ in the available advertising space.✓
First and foremost there should be an even balance between various copy elements.✓
Secondly there should be movement leading the reader's eyes over the whole advertisement.✓
Thirdly the various elements should form a unit and should not stand out as single items.✓
The advertisement should be clear and simple. The more elements there are, the better the chances of confusion will be.✓
In a good layout the most important element(s)✓ of the advertisement will be accentuated.✓ This can be done by repetition or by means of contrast.✓
The AIDA principle mentioned earlier should form the basis of the advertisement.✓ The main heading and visuals should draw the attention.✓
Interest is obtained through the various elements and their layout.✓ Desire is stimulated by linking the needs of the consumer with the product advantages.✓ The factual aspects of the content and the realism of the claims made in the content should render credibility.✓ Lastly the conclusion should move the reader to action.✓ (15 × 1) (15)

2.3 It is a refinement of the percentage of sales method and is based on what the competitors are doing.✓ This method follows the example of the biggest competitor.✓
The strategy is to do what the competitors are doing.✓ Competitors are not attacked, but are followed.✓
It is a defensive method that strives to retain market share.✓ It strives to spend more in order to enlarge the market share.✓
Deficiencies:
Following in the footsteps of another company often fails because no two companies are alike.✓ For instance the target market may differ; the competitor may want to remain✓stagnant when you are looking to growth.✓
If two companies are not looking at the same target market then advertising cannot be identical.✓ (15 × 1) (15)

2.4
- Recognition tests
- Memory tests
- Control list
- Order of merit
- Theatre techniques
- Shopping centre techniques (Any 5 × 1) (5)

[50]

QUESTION 3

3.1 A premium offer is an article of merchandise✓ offered free of charge with a product as an incentive to buy,✓ or which can be had at a relatively low price.✓
It is particularly used to obtain more brand name loyalty.✓
Some of the forms✓ it can take include T-shirts, pens, track suits, etc.✓ There are also coupon premiums✓ where the consumer should collect✓ coupons packed with the product✓ in order to qualify for a gift.✓ (10)

3.2 Also known as creative selling,✓ this process involves finding✓ and cultivating new customers.✓ The representative should bear in mind that the prospect may at first not be interested✓ in the technical detail around the product✓ as much as in how the product✓ can satisfy their needs.✓ He/She should therefore persuade✓ the customer by referring to the product concept✓ and ideas.✓ (10 × 1) (10)

3.3
- Be measurable
- Require a benchmark
- Require clearly defined target audience
- Must include time period
- Must be in writing (5 × 2) (10)

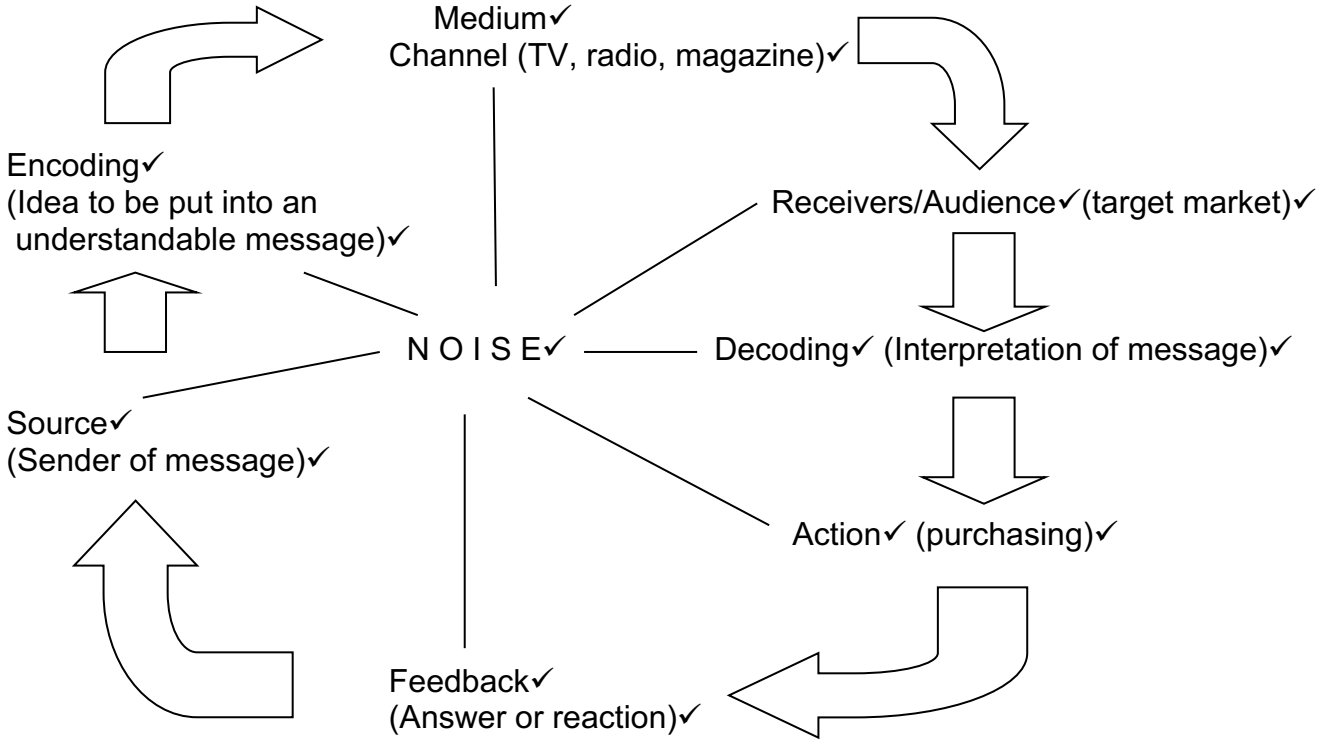
3.4 Marketing communication increases✓ the demand for a product.✓ More workers✓ needed to meet the demand✓ so more employment is created.✓ Producers✓ and manufacturers✓ have increased profits✓ and increased profits✓ for firm means increased wages✓ and salaries✓ and this leads to an increase in tax to the government.✓ Increased revenue of the government✓ which can be used for the welfare of the community✓ (schools,✓ social pensions, health services, roads, etc.).✓ (Any 15 × 1) (15)

3.5
- Full service agency
- Agencies for consumer goods
- Agencies for industrial goods
- Agencies for financial services
- International agencies (5 × 1) (5)

[50]

QUESTION 4

4.1



(15 × 1) (15)

4.2 a) Primary demand trends✓
There must be a favourable primary demand trend before you can advertise a selective demand.✓ A positive primary demand ideally leads the way for selective demand advertising.✓

b) Differentiating characteristics of the brand name✓
The more unique and outstanding the product, the better the advertising opportunities are.✓ These outstanding characteristics should be stressed in advertising.✓ Differences need not only be physical but could also be psychological.✓

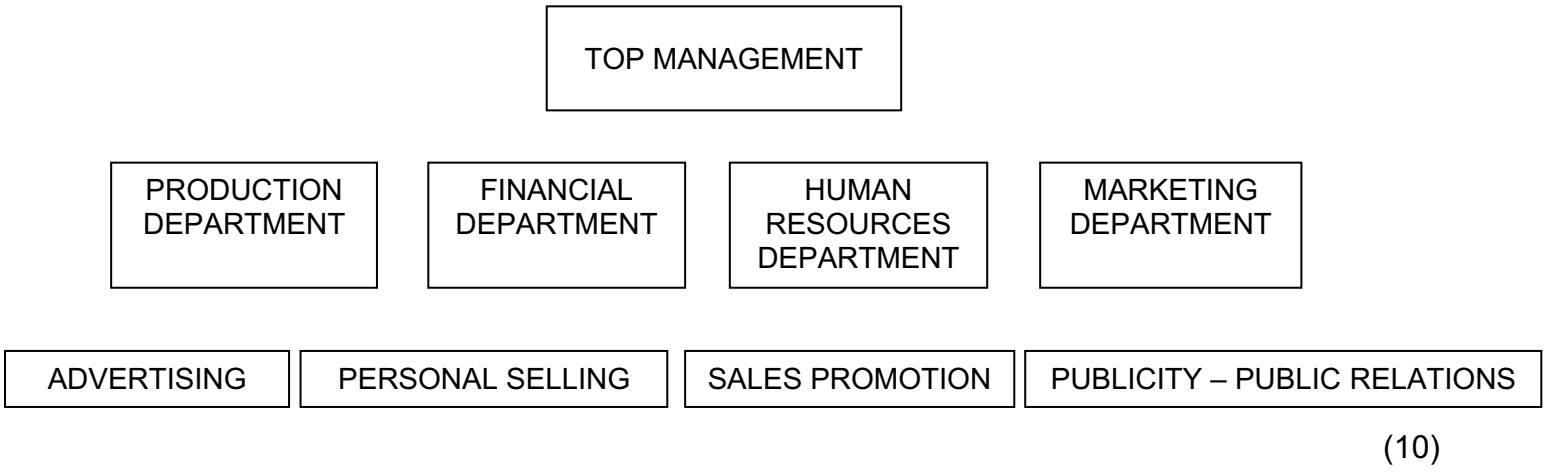
c) Hidden qualities.✓
Some products, like pain killers, have hidden qualities which only emerge after the product has been used.✓ Advertising is the most important method to point out these qualities to the consumer.✓

d) Consumers, buying patterns and habits of use✓
Products with higher unit values,✓ like speciality goods, are more suitable than convenience goods for selective demand advertising.✓

e) The marketing concept✓
All elements of the marketing mix✓ should contribute to make advertising successful.✓

f) Profitability✓
Advertising can only be undertaken if it contributes to profitability.✓ It should also be considered whether advertising for primary demand✓ is more beneficial than advertising for selective demand.✓ (20)

4.3



(10)

4.4
- Formulate standards
- Compare actual performance with standards set
- Evaluate the differences
- Take corrective measures to bring performance back to set standards
- Re-evaluation (5 × 1) (5)

[50]

TOTAL: 200

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