higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING COMMUNICATION N6

29 NOVEMBER 2019

This marking guideline consists of 10 pages.

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SECTION A (COMPULSORY)

QUESTION 1

1.1
- Gaining and retaining the goodwill of the public
- Assisting management to act in the interest of the community
- Promoting understanding and acceptance of the company to promote sales
- Keeping employees informed of the activities in the company
- Communicating the role of the company in the economy of the country
- Promoting a system of free enterprise
- Educating the public about economic matters
- Promoting the name of the company as a leading concern/organisation
- Developing new markets
- Promoting the credibility of the company and ensuring it is worthy of the community's support
- Making government and financial institutions aware of the company's value
- Maintaining good relations with trade unions (Any 5 × 1) (5)

1.2
- Full-service agencies: The overall function of these agencies is to ensure that the client's advertising will contribute to greater profits.
- Industrial-goods agencies: These agencies specialise in industrial markets.
- Financial agencies: These agencies specialise in financial markets, mainly with commercial banks and other financial institutions.
- International agencies: These agencies operate in more than one country.
- Consumable-goods agencies: These agencies specialise in developing of marketing and sales ideas in consumer markets. (5 × 2) (10)

1.3
- Availability of the medium: Space and time are always limited for media such as radio and television.
- Sole use: If the advertiser prefers to use either the front, middle or even the back page, he/she might find that it has already been set aside for someone else.
- Cost per thousand receivers: The cost of advertisement is divided by the audience in thousands times the tariff.
- Media commission: It is granted by media especially in a case of advertisements placed over a long term and of which the copy cannot be changed easily.
- Availability of funds: If the advertising budget is relatively small, expensive media such as TV cannot be considered.
- Reach, frequency and continuity should also be considered. (Any 5 × 2) (10)

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1.4
- Radio news reports, advertisements and talks
- Public speeches
- Personal contact or liaison
- Handling complaints and enquiries
- Plant visits
- Receiving visitors at special occasions
- Community services like participating in social and educational projects
- Sponsorship of sport and cultural events
- Training of staff (Any 5 × 1) (5)

1.5
- Short, forceful, but easy to pronounce
- Easy recognisable and easy to remember
- Pleasant to say
- Never be outdated
- Reconcilable with other advertising media
- Tells the consumer something about the product (Any 5 × 2) (10)

1.6
- Advertising objectives
- Advertising budget
- Development of creative strategies
- Media plan
- Evaluation techniques to measure advertising results (5 × 2) (10)

[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 2.1.1 Samsung (2)

2.1.2
- It has a profound impact on the market.
- It allows the consumer to identify the product at the point of sale.
- It plays a major role in assisting the consumer to form a product image.
- It is used to carry the brand name and mark. (Any 3 × 2) (6)

2.1.3 National advertising (2)

2.1.4
- The message is directed at the final consumer.
- The target market is found country-wide.
- Manufacturers advertise their goods together with some department stores. (3 × 2) (6)

2.1.5 Newspaper (2)

2.1.6
- By finding a unique product quality the unique selling proposition 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 copywriter endeavours to find a factor differentiating his/her product from those of the competitors (competitive advantage).

(3 × 2) (6)

2.2
- Increase in the awareness of the message
- Degree to which the target market can remember something about the message or the medium
- Degree to which the commercial has changed the attitude and opinion of the target market
- Credibility of the characters in the advertisement
- Number of enquiries received after the release of the advertisement

(5 × 2) (10)

2.3
- Advertising agencies bring about specialised knowledge and skills to help the advertising manager make decisions and execute an advertising programme (specialised task).
- Advertising agencies has a more objective approach through experience.
- There is a media commission that allows advertising agencies, but not individual advertisers. This commission enables agents to render many services free of charge to their clients.
- Advertising is the most expensive form of communication with the consumer. The financial risks involved are therefore very high. Experts with specialised knowledge from outside the company are therefore used.
- A certain degree of emotional creativity is required in advertising to grab and hold the consumer's attention.
- Clients see the marketing situation from their own point of view only. Agencies, on the other hand, represent both the client and the consumer.

(Any 5 × 2) (10)

2.4
- Recognition tests
- Memory tests
- Control lists
- Order of merit
- Theatre techniques
- Shopping-centre techniques
- Objective techniques
- Psych galvanometer
- Pupil meter
- Test markets
- Enquiry tests
- Split-run-tests

(Any 6 × 1) (6)

[50]

QUESTION 3

3.1 3.1.1 With these methods the packaging might serve as an entry form for customers to enter✓ or alternatively the consumer must visit the dealer to obtain the necessary information.✓ Skills are tested through competitions✓ and for raffles a lucky number is drawn.✓ These methods can be used to introduce new products and to promote existing ones, to limit seasonal use, to obtain better traffic flow, to stimulate distribution, to introduce a change in the packaging or a change in the product and to get names for new products.✓ (5)

3.1.2 They 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, e.g. a bread and margarine/butter/jam.✓ (5)

3.2
- Layout make it possible for an even balance between the various copy elements.
- There should be movement, leading the reader's eye over the entire advertisement.
- 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.
- In a good layout, the most important elements of the advertisement will be accentuated. This can be done by repetition or contrast.
- The advertisement should be dramatic, distinctive, simple, meaningful and sincere. (Any 5 × 2) (10)

3.3
- Product advantages: The advantages of the product over those of other generic products should be stressed as seen from the consumer's point of view.
- Buying motives: Once the advertiser knows why the consumer is buying a particular product, those qualities can be stressed to reinforce the buying motive.
- Social, economic and technical trends: The advertiser has to determine what effect these trends have on the demand for the generic product. However, there is very little control over these trends. If the trends are positive, it should be employed in the marketing plan.
- Price and product design: Prices that are too high can lead to consumer resistance. However, technological development and redesigning a product can lead to either a lower price or an increase in demand.
- Profitability: Advertising should contribute to profitability. The cost of an advertising campaign should therefore be estimated against the effect of the campaign on sales to determine the benefits of the advertising. (5 × 2) (10)

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3.4
- The manufacturer advertises consumable goods and services sometimes together with department stores (e.g. selling women's fashion).
- Brands or links to the name of the company are advertised, e.g. Lion matches, Volkswagen cars, Sanlam insurance.
- The message is directed at the final consumer.
- The target market is found country-wide.
- The desired reaction is to buy the product. (5 × 2) (10)

3.5 **Step 7: Launching the campaign**
- The actual launching of the campaign is aligned with the marketing policy and strategy.
- All tasks are geared to the starting date of the campaign.
- Proper programming is required – the PERT technique of programmed evaluating and revision is useful in this regard.
- Most agencies use a 'traffic department' that ensures that the campaign runs according to the timetable.
- The timetable is part of the preparation for, and not the execution of, the campaign. (5 × 2) (10)

[50]

QUESTION 4

4.1 **Step 1: Background information about the company and its products**
- Product description: qualities, specifications, size, price, uses, etc.
- Product distribution and advertising: distribution channels used by the marketer, size of the channels, types of intermediaries, task of every individual in the chain, shelf space, position in the distribution channel, etc.
- Target market: description of the target market regarding sex, age, income, distribution, buying habits, demographic qualities, media availability, etc.
- Geographic market area: physical marketing area to be covered
- Consumptive patterns: seasonal use, quantities to be bought, user trends, etc. gathered by means of market research

Step 2: Competition
- All relevant information about the competition must be analysed.
- This information refers to product qualities, distribution policy, price policy, promotion policy, etc. of competitors.
- It is of particular importance that the media choice and strategies of competitors should be known.
- The media's contribution to the success of the competitors should also be determined.
- This information can be used as a guide when making a media choice.

Step 3: Recommendation
Media objectives:

- More attention should be given to selective markets.
- The particular market should be determined precisely.
- The advertiser should ensure that the media objectives include reaching primary markets.
- The media programme should be implemented right throughout the year, yet allowing the seasonal use if applicable.
- The advertiser should ensure that secondary markets are reached.
- The advertiser should see to it that the media objectives provide for coordination with other promotion strategies.

Media strategies:

- The marketer should identify and evaluate all possible media that can be used to reach media objectives.
- This can be done by comparing all the strengths and weakness of the various media.
- The funnel approach is used to select the most suitable medium.
- The media's contribution to the success of competitors should not be underestimated.

Step 4: Media tactics
The advertiser now has to decide how the media will be employed. The following questions must be considered.

- When should which media be used?
- How should the media be used?
- Which space should be used?
- Which colours, types of material, etc. should be used?

Creativity and media tactics are the most important contributors in the success of an advertising campaign. (15)

4.2

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

4.3
- Announcing a new product or service
- Expanding the market to new buyers
- Announcing a product improvement or extension
- Announcing a price change
- Announcing a pack change
- Making a special offer
- Marketing directly
- Altering attitudes
- Announcing the location of dealers
- Broadening distribution
- Fighting competition
- Reversing a sales decline
- Supporting stockists of intermediaries
- Supporting the sales force of sales staff
- Reinforcing a buying decision
- Educating
- Reminding (Any 5 × 1) (5)

4.4 **National Press Union (NPU)**
- This organisation is responsible for the quality control of content and placing of advertisements.
- Only advertisements approved by the controlling board are eligible for media commission.
- This leads to good cooperation between advertising agencies.
- Most printed media in the form of newspapers and magazines belong to this body. (Any TWO)

South African Broadcasting Corporation (SABC)
- This corporation is responsible for control over radio and television advertisements.
- The SABC is an independent body that sets its own rules to protect itself from criticism.
- For example: Products for adult markets will never be advertised during programmes for children. (Any TWO)

Other media
- This involves outdoor media, direct mail, advertisements in theatres, etc.
- Control is by the NPU, SABC or media owners themselves.
- Good cooperation is experienced because all media owners know that this industry must be protected. (Any TWO)

Advertising Standards Authority (ASA)
- The role of the ASA is essentially to make sure that advertising is honest, legal, truthful and decent.
- Advertising should have a sense of responsibility towards the consumer.
- Advertising should conform to the principles of fair competition in business and no advertising should bring advertising into disrepute or reduce confidence in advertising as a service to the industry and public.

(Any TWO)
(4 × 3) (12)

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4.5 **Social classes**

- Society is divided into homogenous groups, each with mutual standards of living, lifestyles, interests and behaviour.
- The advertiser should make the social group with whom he/she is communicating understand the message.
- Mass advertising is usually directed at the lower middle and higher lower class.
- A high degree of mobility exists in a society, as people may move upwards to higher levels through education and training.
- Education and training are the most important criteria for social grouping.

Reference groups

- These are groups with whom the individual wants to identify.
- Reference groups largely influence the decision-making processes of people belonging to the same group.
- Advertising should thus be directed at, and be acceptable to, the entire group. (Any relevant 4 × 2) (8)

[50]

QUESTION 5

5.1

- Ask satisfied customers the names of prospects.
- Establish reference sources such as suppliers, intermediaries and banks.
- Join societies where new prospects can be met.
- Get involved in studies that may expand one's vision.
- Refer to sources of data, such as newspapers and telephone directories.
- Use the telephone and mail.
- Make unannounced visits to offices and residences. (7 × 2) (14)

5.2

- Running and facilitating employee workshops on safety every Friday for the next three months
- Providing food parcels to local charity organisations for two years on a monthly basis
- Training young unemployed locals on small-business management skills for the next six months (Any relevant 3 × 2) (6)

5.3 Newspaper has the following strengths and weaknesses:

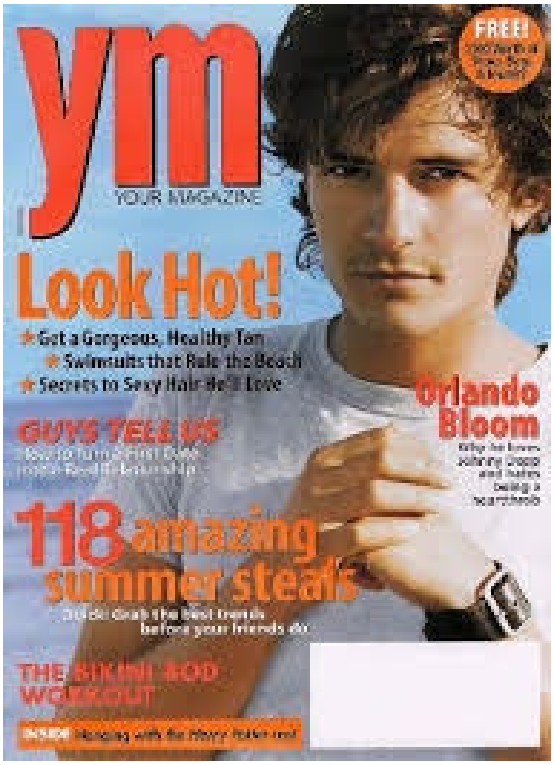
Strengths

- Illustrations and explanations
- High frequency
- Flexible and adaptable
- Low cost per reader
- Geographically selective
- Guide for buyers

Weaknesses

- Poor reproduction
- Short lifespan
- Rapidly read
- General audience (6 + 4) (10)

5.4



Attraction:	2	
Interest:	2	
Desire:	2	
Attention/Action:	2	
Layout:	4	
Visualisation:	3	(15)

5.5

- History of the brand: name, sales, image, goal market, etc.
- Production qualities: packaging, quantities, production process, etc.
- Market position: market share and position
- Packaging: size, form, etc.
- Target market: demographic, geographic and psychographic qualities, as well as identification of heavy users
- Distribution: intensity, direct or indirect channels, consumer patterns, etc.
- Pricing: decisions about pricing policy
- Competition: identification of competitors media tactics and strategies

NOTE: Should students give examples of these factors, e.g. psychographic or consumer patterns, markers are advised to award such marks as full and correct, but students are not supposed to use more than one example for each factor as that will mean repetition of points. (Any 5 × 1) (5)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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