



**higher education  
& training**

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL CERTIFICATE (VOCATIONAL)**

**ADVERTISING AND PROMOTIONS  
NQF LEVEL 4**

(3041014)

**18 November 2019 (X-Paper)  
09:00–12:00**

**This question paper consists of 9 pages and 1 addendum.**

**TIME: 3 HOURS  
MARKS: 200**




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**INSTRUCTIONS AND INFORMATION**

1. Answer ALL the questions.
  2. Read ALL the questions carefully.
  3. Number the questions according to the numbering system used in this question paper.
  4. Start each question on a NEW page.
  5. Write neatly and legibly.
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**QUESTION 1**

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.




- 1.1 Collaboration happens when team members try to outperform one another.
- 1.2 A bimonthly magazine will appear every second month. 
- 1.3 Statutory bodies have legal authority to take action in specific industries.
- 1.4 Paraphrasing means to express a different message in words so that the receiver understands it.
- 1.5  Freelancers are self-employed and join a team to complete a specific task.
- 1.6 Corrective action is taken by trying to fix or address a weakness.
- 1.7 Radio can call up pictures and feelings in the listener's imagination.
- 1.8 Binding in legal terms means two parties have consciously entered into an agreement and understand the obligation it places on them.
- 1.9 Pitch refers to loudness or intensity of speech.
- 1.10 Showcasing a product means displaying a product in a setting where it looks its best. 

(10 × 1)

**[10]**

**QUESTION 2**

Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A–O) next to the question number (2.1–2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Multi vision 	A	incentives used to encourage sales staff to sell more of a product
2.2	Blockage	B	changes to statutory law
2.3	Sales force promotions	C	schedule of costs of a purchase
2.4	Continuity	D	moving advertisements showing two different pictures or signs
2.5	Testimonial	E	outsourcing photography, illustrations and cast actors
2.6	Amendments	F	result when many tasks are held up by another task that must be done first
2.7	Quotation	G	high quality rough used for pitching
2.8	Credit bureau	H	natural flow from one scene to another 
2.11	Rendering	I	a file of background material to prepare the creative team for an advertising job
2.12	Job bag	J	given to the agency if the advertising they produced was not accepted
2.13	Rebrief	K	positive reaction from customer who used a product successfully
2.14	Benefit	L	value a product offers the consumer
2.15	USP 	M	organisation recording people's debt history
		N	product benefit no similar product has
		O	handles client services




(15 × 1)

**[15]**

**QUESTION 3**




Complete the following sentences by using the words in the list below. Write only the missing word or words next to the question number (3.1–3.15) in the ANSWER BOOK.

puffery; promotions; slogan; television; passing off; focus group;  
 stakeholders; fresh phrases; execution; panning; survey;  
 pulling; movement; stopping; advertorial

- 3.1 ... is an example of below-the-line media.
- 3.2 ... is an example of above-the-line media
- 3.3 ... is a building block of copywriting. 
- 3.4 ... is a creative element used in television.
- 3.5 ... is when an advertisement has the power to hold people's attention till the end.
- 3.6 ... power means an advertisement has the ability to stand out and be noticed.
- 3.7 ... is advertising in the form of a news article in a magazine or a newspaper.
- 3.8 ... is the act of turning a creative idea into an actual advertisement.
- 3.9 ... is a sample of the target market asked to give their opinion about a new product, service or advertisement.
- 3.10 ... means moving a camera to sweep across a scene. 
- 3.11 ... refers to misleading the public into thinking that your product is the same as another product.
- 3.12 ... is harmless exaggerated claims which do not give misleading facts about a product.
- 3.13 ... are all those involved in or affected by something.
- 3.14  ... involves recording the opinions of a sample of people.
- 3.15 A short, catchy phrase used in all the advertising for a brand is called ...
- (15 × 1) **[15]**

**QUESTION 4**

Study the picture in the attached ADDENDUM and answer the questions.




- 4.1 Identify each of the following elements in the advertisement:
- 4.1.1 Headline  (2)
- 4.1.2 Brand name (2)
- 4.1.3 Call to action (2)
- 4.1.4 The terms and conditions for entering this competition. (4)
- 4.1.5 Promotional tool used (2)
- 4.1.6 The advertisement indicates that the actual prize may differ from the image shown.
-  What are the reasons for stating this? (2 x 1) (2)
- 4.2 A media plan aims to reach as much of the target market as often as the budget allows it.
- Explain how Blue Ribbon can determine the target market exposure of its advert. (4 x 2) (8)
- 4.3 Blue Ribbon used print media for its advert.
- 4.3.1 Give the strength of print media (3)
- 4.3.2 State the limitations of this media?  (3)
- 4.3.3 What are the main rules which the print layout must adhere to? (6 x 2) (12)
- [40]**

**QUESTION 5**

Study the picture below and answer the questions.



[Source: <http://www.ksmart.co/milobiscuit>, 22/06/2018]

- 5.1 Nestlé plans to pre-test its promotional and marketing ideas.  Explain how Nestlé should conduct the pre-testing of the promotional and marketing ideas. (5 × 2) (10)
- 5.2 List the sections that Nestlé should include in its media release. (6 × 1) (6)
- 5.3 Explain THREE reasons why it is important for Nestlé to record and document product features and benefits for its product. (3 × 2) (6)
- 5.4 Explain how Nestlé can assess its promotional proposal for Milo filled cookies.  (5 × 2) (10)
- 5.5 Explain the different roles which must be executed by the creative team members.  (4 × 2) (8)
- [40]**

### QUESTION 6



The creative team of your company was approached by Nestlé to come up with an advertising idea for their Milo product.



Study the storyboard below and answer the questions.



[Source: <http://knightowl.my/portfolio-story.html>, 09/07/2018]

- 6.1 Define a storyboard  (2)
- 6.2 What message is being communicated to the audience in the storyboard? (2)
- 6.3 Explain how the creative team could improve the technical errors in the storyboard before they present it to the client. (2 x 2) (4)
- 6.4 Milo wants to use competitions as a marketing incentive for its product.  
 Explain the guidelines which should be used for competitions according to the DMA. (4 x 2) (8)



- 6.5 The development of a campaign requires effective communication amongst your creative team members.
- 6.5.1 Explain the communication methods which can be used by stakeholders. (3 × 2) (6)
- 6.5.2 Explain the factors that can lead to message distortion by the receiver. (4 × 2) (8)
- 6.6 Explain the guidelines that your team will follow in developing a consumer promise for Milo. (5 × 2) (10)
- [40]**

## QUESTION 7

- 7.1 It is important for parties to enter into contract for business deals.
- State the conditions which contracts must comply with in order to be considered legal. (4 × 2) (8)
- 7.2 Teamwork is important to achieve goals of an organisation.
- What are the advantages of group decision making? (4 × 2) (8)
- 7.3 Explain the methods of copywriting followed by the following masters:
- 7.3.1 Young and Rubicam
- 7.3.2 David Ogilvy
- 7.3.3 Charles and Maurice Saatchi
- 7.3.4 Leo Burnett
- (4 × 2) (8)
- 7.4 What are the requirements of a good promotional proposal? (4 × 2) (8)
- 7.5 Emotional intelligence is an important quality for team members.
- Explain FOUR aspects of emotional intelligence. (4 × 2) (8)
- [40]**
- TOTAL: 200**

ADDENDUM



Buy any  
**BLUE RIBBON LOAF**  
and stand a chance to

**WIN**  
A RALEIGH  
MOUNTAIN  
BIKE  
WORTH  
R3000

\*Actual prize may differ from the image shown



To enter fill in your details on the entry forms provided and **drop it into the Blue Ribbon entry boxes** in store. Retain till slip as proof of purchase.

Competition runs from 16 September 2015 – 16 October 2015.  
Go to [www.blueribbon.co.za](http://www.blueribbon.co.za) for full T's & C's.

[Source: <http://blueribbon.co.za/blue-ribbon-competition-ts-and-cs-win-a-raleigh-mountain-bike>,  
09/06/2018]