



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

**ADVERTISING AND PROMOTIONS
NQF LEVEL 4**

(3041014)

**3 December 2020 (X-paper)
09:00–12:00**

This question paper consists of 9 pages.

241Q1N2003



**TIME: 3 HOURS
MARKS: 200**

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
 2. Read all the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Start each section on a new page.
 5. Use only a black or blue pen.
 6. Write neatly and legibly.
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SECTION A**QUESTION 1**




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

- 1.1 The reason for advertising is to get people to buy your product or service.
- 1.2 One of the main aims of advertising is to strategise for customers. 
- 1.3 Advertising creates a shift from brand-in-mind to brand-in-hand.
- 1.4 Promotions usually aim to build long-term brand awareness.
- 1.5 The wording used in advertising and promotions is called copy.
- 1.6 Roughs are very quick sketches of advertising ideas.
- 1.7 Legal obligations state what others are not legally allowed to do to you.
- 1.8 Statutory law is law that results from the rulings of the law courts based on constitutional law. 
- 1.9 Communication barrier occurs when the sender fails to send the message.
- 1.10 Production staff manage the work flow in an agency.

(10 × 1) **[10]**

QUESTION 2

Choose an/a item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (2.1–2.10) in the ANSWER BOOK.



COLUMN A		COLUMN B	
2.1	The qualities that a product has 	A	consumer promotions
2.2	The value a product offers the consumer	B	samples
2.3	The specific programme or publication that an advertisement is placed in	C	verbs
2.4	The average number and type of people exposed to a specific media	D	clichés
2.5	These are aimed at the public and we come across these all the time in stores	E	trade promotions
2.6	They are given to customers who do not want to risk their money before buying the original product.	F	party
2.7	One of the tools of the copywriter	G	features
2.8	Familiar descriptive phrases that have lost impact through overuse 	H	benefit 
2.9	An exchange between people or parties	I	transaction
2.10	A written or spoken agreement, especially one concerning a sale that is intended to be enforceable by law	J	contract
		K	audience profile
		L	media vehicle

(10 × 1)

[10]

QUESTION 3

Complete the following sentences by filling in the missing words. Write only the word(s) next to the question number (3.1–3.10) in the ANSWER BOOK.

- 3.1 ... is a bag or file of background material to prepare the creative team for an advertising job. 
- 3.2 ... are samples of such features as photography or models to show the 'feel' a final advertisement will have.
- 3.3 A ... is a product benefit no similar product has.
- 3.4 ... is the added value a brand gains through the public image it builds.
- 3.5 A ... is a set of principles we can use to guide our behaviour in different situations.
- 3.6 A ... is a meeting with a group of journalists at once to make an official announcement.
- 3.7 All those who are involved in or affected by the promotion are known as ...
- 3.8 A ... is a blockage that results when many tasks are held up by another task that must be done first.
- 3.9 A ... is the introductory page of a website. 
- 3.10 A short catchy phrase at the end of an add that sums up its main idea is called ...

(10 × 2) [20]

TOTAL SECTION A: 40




SECTION B

QUESTION 4

Study the advertisement below and then answer the questions.



[Source: <https://www.jsi.com/six-examples-of-effective-covid19-communication/>]

- 4.1 Businesses use different media categories to advertise products or services.
 - 4.1.1 Identify the media category used in the above advertisement.  (2)
 - 4.1.2 List FOUR below-the-line media that the above advertisement could have used. (4 × 1) (4)
- 4.2 State the guidelines that could have been considered when developing the creative strategy for the advertisement above. (6 × 1) (6)
- 4.3 Explain how the above advertisement adheres to the building blocks of advertising.  (4 × 2) (8)
- 4.4 A plan was developed to create the above advert.
Explain the elements of an advertising plan. (6)
- 4.5 Even when a clear message like the one in the advertisement above is sent, it can be distorted by the person who receives it.
Explain the factors that can cause message distortion by the receiver. (4 × 2) (8)
- 4.6 Dumzela’s factory manufactures masks and sanitizers to deal with the spread of Covid-19. 
Explain the guidelines to be adhered to when developing a brand promise. (3 × 2) (6)

[40]

QUESTION 5

Read the extract below and answer the questions.

HOW ARE YOU TALKING TO YOUR CUSTOMERS DURING LOCKDOWN?




For businesses which are not in the essential services industry, the 21-day national lockdown due to the Covid-19 pandemic had disastrous consequences. These businesses could not sell products or provide services for three weeks and did not earn an income and as a result, could not pay bills and employees' salaries.

It should be noted that for the three weeks, customers were online, scrolling their newsfeeds throughout the day, scanning for information and being influenced by competitors' strategic and astute digital media marketing campaigns.

Covid-19 has changed the way organisations do business and has expedited the onset of the digital revolution. Consumers now have a taste of the power of online and many who were not yet 'converted', have now learnt how to shop online.

Business owners need to change the way they market their products and services and how to communicate with their customers. The world has now changed forever, and the old methods of marketing may no longer be relevant during and post-Covid-19.

[Source: Adapted: <https://www.bizcommunity.com/Article/196/669/202550.html>]

- 5.1 State the interactive media which businesses are likely to use as a result of Covid-19.  (4 × 1) (4)
- 5.2 What tools of direct selling can businesses use post-Covid-19? (3 × 1) (3)
- 5.3 Suppose a business has several promotional proposals that they want to use after Covid-19.
Give FIVE aspects that a business should consider when deciding on a proposal to use during this period. (5 × 1) (5)
- 5.4 Advertising has evolved through different stages or phases over the past years.
Discuss the nature of advertising under today's context.  (4 × 2) (8)
- 5.5 Interactive media such as the internet is also regulated by ASA.
5.5.1 What does ASA stand for? (2)
5.5.2 Give FOUR reasons why ASA is required. (4 × 2) (8)
- 5.6 Government also has to communicate Covid-19 prevention strategies through different media.
5.6.1 Explain the purpose of communication. (3 × 1) (3)
5.6.2 What is media richness?  (1 × 2) (2)
- 5.7 What steps should be followed when developing a consumer promise? (5 × 1) (5)




[40]

QUESTION 6

Study the advertisement below and then answer the questions.



[Source: <https://twitter.com/kfcsa/status/1172450969713553408>]




- 6.1 The above business has explored marketing opportunities and opted for guerrilla marketing.  Discuss guerrilla marketing. (4)
- 6.2 Explain how you will plan a promotion for KFC. (3 x 2) (6)
- 6.3 The copywriters at KFC respect the advice of the masters of copywriting and they always refer to lessons learned from these masters. The great campaigns of these masters made them famous till this day.
 - 6.3.1 State FOUR masters of copywriting. (4)
 - 6.3.2 What are the lessons that can be applied by today's copy writers from each of the masters mentioned in 6.3.1? (4 x 1) (4)
- 6.4 The KFC marketing team needs to adhere to the code of Direct Marketing Association. Under this code, there are rules stipulated specifically for when competitions are to be used in advertising as incentives.  Give THREE of these rules. (3 x 2) (6)
- 6.5 During one of the marketing meetings at KFC, you find yourself in a disagreement with one of the team members which leads to a conflict. Explain how you will to deal with the conflict. (5 x 2) (10)
- 6.6 KFC products should offer advantages to customers.
 - 6.6.1 Define *product advantages*.  (2)
 - 6.6.2 Explain how KFC can have a competitive advantage over its competitors. (4 x 1) (4)

[40]

QUESTION 7

Study the scenario below and answer the questions.

Uthandolubanzi Pty Ltd is a local business situated in the small city of Pietermaritzburg. Their core service is embroidery and printing. It is a new business which was established in 2018. They have recently recruited you to take charge of the marketing department since you came highly recommended and regarded as an expert in the field. You are expected to work with a team to achieve marketing endeavours of this business.

- 7.1 Give TWO examples of consumer promotions that this business can use.  (2 × 1) (2)
- 7.2 The business is considering using the internet websites to promote their services.
- 7.2.1 What are the advantages of using the internet websites as media? (2 × 2) (4)
- 7.2.2 Give the limitations of using these types of media. (3 × 2) (6)
- 7.3 Since the business is interested in doing sponsorships, they requested your advice on the ASA sponsorship code.
- Explain what is included in the code of practice.  (4 × 2) (8)
- 7.4 Working as a team is one of the key success factors.
- 7.4.1 Explain the skills required to become an effective team player. (3 × 2) (6)
- 7.4.2 Team members should have the ability to deal with own emotions and the emotions of those around them.
- List FOUR aspects of emotional intelligence. (4 × 1) (4)
- 7.5 It is important for this business to generate creative ideas.
- What are the characteristics of a good creative idea?  (4 × 1) (4)
- 7.6 The success of this business depends on its target market.
- Explain the factors that should be considered when working out the exposure of your target market. (3 × 2) (6)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200