



**higher education  
& training**

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

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE (VOCATIONAL)**

**MARKETING COMMUNICATION  
NQF LEVEL 4**

**2 March 2020**

**This marking guideline consists of 7 pages.**

**SECTION A****QUESTION 1**

- 1.1 budget
- 1.2 briefing
- 1.3 proposal
- 1.4 Credibility
- 1.5 memo
- 1.6 Salutation
- 1.7 sales
- 1.8 Cost-based
- 1.9 Process
- 1.10 Flip charts

(10 × 1) [10]

**QUESTION 2**

- 2.1 E
- 2.2 J
- 2.3 H
- 2.4 F
- 2.5 B
- 2.6 A
- 2.7 I
- 2.8 G
- 2.9 D
- 2.10 C

(10 × 1) [10]

**QUESTION 3**

- 3.1 True
- 3.2 True
- 3.3 False
- 3.4 True
- 3.5 False
- 3.6 True
- 3.7 False
- 3.8 False
- 3.9 True
- 3.10 True

(10 × 1) [10]

**TOTAL SECTION A: 30**

**SECTION B****QUESTION 4**

4.1

<b>STAKEHOLDER</b>	<b>POSITIVE IMPACT</b>	<b>NEGATIVE IMPACT</b>
<b>Employees</b>	Satisfied, productive staff✓	Demotivated, unproductive staff; strikes and protest action✓
<b>Local community</b>	Support, sales✓	Poor sales, move to competitors, protest action✓
<b>Government</b>	Support from government✓	Legal problems, losing government contracts✓
<b>Suppliers</b>	Sufficient high-quality stock at good prices✓	Low stock levels, late delivery, poor quality products, high costs✓

(8 × 1) (8)

4.2

- Language:✓ The marketing communication message should be translated to the language of the target market which can have an impact on the budget.✓
- Values and beliefs:✓ Marketers must have a good understanding of the target market's beliefs and values and their marketing communication message must be confined to the beliefs and values of the target market.✓
- Symbols:✓ Symbols have different meanings in different cultures and marketers should avoid using symbols with different meanings to the target market, e.g. an owl is a symbol of wisdom in Europe, while in Africa an owl is a sign of evil.✓
- Norms:✓ Norms are something usual or standard, e.g. in South Africa it is normal to buy pets from pet shops, but in China domestic pets are the subject of jokes so a communication message containing pets might not be taken seriously.✓

(Any relevant example)(4 × 2) (8)

- 4.3
- Satisfied customers will be retained.
  - Stakeholders will be positive about the organisation and its products.
  - They will become ambassadors of the organisation (tend to tell others).
  - The marketplace will recognise the name of the organisation and its products which is also known as branding.
  - Branding gives a product its own position in the marketplace.
  - Through branding customers see a product as a single unit and as part of a history or pedigree.
  - Particular attributes of the organisation and its products will be emphasised.
  - Customers will be loyal to the company.
  - Customers will introduce their friends to the company (positive word of mouth).
  - Competitors will try to follow it to stay competitive.
  - All employees of the organisation become aware of the products and services offered by the organisation. (Any 6 × 1) (6)
- 4.4
- Emergence of black diamonds,✓ which brought a new market of rich and successful individuals✓
  - Consumer education:✓ The South African market gained access to international products and services.✓
  - International acceptance:✓ South Africa is accepted in the international community which enabled marketers to sell their products internationally.✓
  - Minority groups such as homosexual people are accepted in the community,✓ which resulted in an expanding market.✓ (4 × 2) (8)
- [30]**

## QUESTION 5

- 5.1
- Weekly progress reports✓ in the form of emails or meetings✓
  - Completed reports on the results of a marketing research project✓ on last Friday of project✓
  - Completed short advertising video✓ submitted after the four weeks/ last Friday✓
  - Examples of social media advertisements✓ or catchy logos✓
  - PowerPoint presentation of the results of the project✓ on the due date✓ (5 × 2) (10)
- 5.2
- There is a reasonably certain chance that you will get the prospect's business✓
  - The proposal can explain the benefits and value✓ to the prospective customer✓
  - You have an opportunity explain in detail✓ why your product or service is better than the competition's.✓
  - The transactions✓ which you are making the proposal for is a big amount✓
  - It could be the start of an ongoing relationship✓ with the prospective customer.✓ (5 × 2) (10)

5.3	5.3.1	<ul style="list-style-type: none"> <li>• Name of the customer</li> <li>• Project that you are doing the proposal about</li> <li>• The name of your organisation</li> <li>• The date</li> </ul>	(4)
	5.3.2	Executive summary	(1)
	5.3.3	<ul style="list-style-type: none"> <li>• Description of the product or service</li> <li>• Benefits to prospective customer</li> <li>• Value proposition to prospective customer</li> <li>• Terms and conditions</li> <li>• Price</li> </ul>	(Any 3 × 1) (3)
	5.3.4	Conclusion	(1)
	5.3.5	Summary of the main points/next step in the process	(1)
			<b>[30]</b>

**QUESTION 6**

6.1	<ul style="list-style-type: none"> <li>• Well prepared</li> <li>• Speaks clearly</li> <li>• Speaks with confidence</li> <li>• Knowledgeable on presentation content</li> <li>• Ability to work with technology</li> <li>• Dressed and groomed appropriately</li> <li>• Punctual and arrives at the venue at least an hour before the presentation</li> </ul>	(Any 5 × 1) (5)
6.2	<p>Any advertisement that meets the following criteria:</p> <ul style="list-style-type: none"> <li>• Attention: Big bold letters or words or a picture that will catch the reader's eye</li> <li>• Interest: Bullets, subheadings, break up the text to make points stand out, anything that will get the reader interested</li> <li>• Desire: Link features and benefits to make the reader want the product</li> <li>• Action: Address, contact details and email</li> </ul>	(Two marks per application of AIDA) (8)
6.3	<p>The explanation should include the following points:</p> <ul style="list-style-type: none"> <li>• Reference purposes: ✓ Can always go back to the records to refer ✓</li> <li>• Tracking: ✓ Follows the progress of activities. ✓</li> <li>• Disputes: ✓ In case of disputes regarding the message communicated a copy of record can always be used for proof. ✓</li> </ul>	(3 × 2) (6)
6.4	<ul style="list-style-type: none"> <li>• Ensure that the communication is relevant to the receiver.</li> <li>• Write in simple language, but still include all the necessary details.</li> <li>• Be concise/brief/short/to the point.</li> <li>• Use correct grammar.</li> <li>• Proofread to eliminate mistakes.</li> </ul>	(5)

- 6.5
- Replying to a customer enquiry
  - Replying to a customer complaint
  - Communicating with suppliers
  - Communicating with organisations
  - Informing customers about new products or services
  - Communicating with customers about details of their accounts
- (6)  
**[30]**

### QUESTION 7

- 7.1
- Date of receipt of complaint
  - Method of receiving complaint
  - Name of customer lodging complaint
  - Summary of complaint
  - Date of response
- (5 × 1) (5)
- 7.2
- Their explanation should include the following:
- Terms and conditions should cover aspects such as guarantee, ✓ ownership ✓ and payment terms, ✓ inclusions and exclusions ✓
  - The proposal must spell out exactly what the product or service offering consists of ✓ and what benefits the customer can expect ✓
  - The price quoted ✓ should include VAT ✓ and set out the different elements of the price ✓
  - The proposal should not promise anything that you may not be able to deliver ✓
- (10)
- 7.3
- It increases the size of the market in which the company can do business, because any person with a computer anywhere in the world can get information about the company.
  - Marketing continues to take place through the website 24 hours a day even though there may not be anyone physically designing or sending marketing communication.
  - It saves mailing cost, because the organisation does not have to send out paper documents, such as brochures and letters.
  - Lots of information can be distributed at the same time through the various pages on the website.
  - Networking opportunities are created because the Internet has created a global community of peers.
  - Operational flexibility and productivity is possible, e.g. remote working or outsourcing.
- (Any 5 × 1) (5)

7.4 Marketing proposal presentation checklist:

Does the presentation include the following?

- Title page✓  

Yes	No
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- Table of contents✓  

Yes	No
-----	----
  
- Executive summary✓  

Yes	No
-----	----
  
- Description of proposed product or service✓  

Yes	No
-----	----
  
- Benefits to the prospective customer✓  

Yes	No
-----	----
  
- Value to the prospective customer✓  

Yes	No
-----	----
  
- Terms and conditions✓  

Yes	No
-----	----
  
- Conclusion✓  

Yes	No
-----	----
  
- Appendices✓  

Yes	No
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(Any relevant question) (8 × 1)  
 (Checklist design – Heading, questions, yes/no options) (2)      (10)  
**[30]**

**TOTAL SECTION B:      120**  
**GRAND TOTAL:            150**