



TOURISM

GRADE 11

REVISION QUESTION ANSWERS

TERM 3

TOPIC: MARKETING

CONTENT:

- **DIFFERENT TYPES OF PROMOTIONAL TECHNIQUES**
- **THE MARKETING BUDGET**

All the answers in this document were sourced from previous ECDoE provincial examination marking guidelines.

This document consists of 5 pages.

TOPIC: MARKETING**CONTENT: • DIFFERENT TYPES OF PROMOTIONAL TECHNIQUES**
• THE MARKETING BUDGET**NOV 2014 EC**
QUESTION 5

- 5.1 5.1.1 (a) Above-the-line promotion ✓ (1)
- (b) Above-the-line promotions use mass media methods of advertising and are paid-for communications. ✓✓
 • This type of promotion focuses on advertising to a large audience. (2)
- (c) To inform customers ✓
 • To raise awareness among customers
 • To build brand positioning
 • To reach a certain target market (1)
- 5.1.2 (a) Special offers ✓ (1)
- (b) Supporting an event, activity or organisation by providing money or other resources that are of value to the sponsored event. This is usually in return for advertising space at the event or as part of the publicity for the event. ✓✓ (2)
- (c) Nedbank Golf Challenge ✓ (1)
- 5.2 5.2.1 An estimated projection of costs required to promote a business's products or services. ✓✓ (2)
- 5.2.2 Communication cost ✓ (2)
- 5.2.3 Market research costs ✓
 Travel costs ✓
 Personnel costs ✓ (3 x 1) (3)

**NOV 2015 EC
QUESTION 6**

6.1 6.1.1

Picture	Marketing category	Promotional technique or media tool
A	Below-the line ✓	Exhibitions, shows and expos ✓
B	Above-the-line ✓	Brochure ✓
C	Above-the-line ✓	Video wall ✓
D	Below-the line ✓	Sales promotion ✓ OR In-store discount

(8 x 1) (8)

- 6.1.2 Printing ✓
Telephone ✓
- Fax
 - Internet

(2 x 1) (2)

- 6.1.3 Interviews ✓✓
Surveys ✓✓
- Questionnaires
 - Gathering a sample of potential customers and getting their feedback

(2 x 2) (4)

**NOV 2016 EC
QUESTION 6**

- 6.1 A – Billboard ✓ (3)
B – Magazine ✓
C – Cellphone ✓/Smartphone/Tablet

- 6.2 The media space used by these media tools to communicate their marketing message needs to be paid for. ✓✓ (2)
- The marketing message is visible to the general public.
 - The media tools are used for mass communication.

- 6.3 It can reach a national target audience. ✓✓ (2)
- It can give detailed information.
 - It targets a specific interest audience.
 - The reader can refer back to the information.

- 6.4 It can reach a wide range of people who drive or walk past the billboard. ✓✓ (2)
- The size of billboards allows for spectacular visuals that can draw the attention of potential tourists.

- 6.5 6.5.1 Nelson Mandela Bay Tourism will have to consider costs related to flights✓, car rental✓, petrol expenses✓, accommodation✓, meals and the possible entertainment of clients. (4 x 1) (4)

**NOV 2017 EC
QUESTION 6**

- 6.1
- | Above-the-line promotional techniques | Below-the-line promotional techniques |
|--|---------------------------------------|
| Electronic advertising ✓ e.g. web-based advertising, video walls, digital displays | Personal selling ✓ |
| Printed material ✓ e.g. brochures | Sales promotions ✓ |
| Conventional media tools ✓ e.g. magazines | Promotional sponsorship ✓ |
- (6 x 1) (6)
- 6.2 Leisure tourists ✓
Business tourists ✓
- (2 x 1) (2)
- 6.3 Interviews ✓✓
Surveys ✓✓
- Questionnaires
 - Gathering a sample of potential customers and getting their feedback
- (2 x 2) (4)
- 6.4 The charges for toll-free phone calls have to be paid by Flight Centre and therefore need to be taken into consideration when drawing up the budget. ✓✓
- (2)

**NOV 2018 EC
QUESTION 6**

- 6.1 6.1.1 **A** – Leisure tourist ✓

B – Student ✓
 - Backpacking tourist
 - Youth tourist
 - Gap year traveller (2 x 1) (2)
- 6.1.2 **A** – Sales promotion ✓✓
B – In-store discount ✓✓ (2 x 2) (4)
- 6.1.3 Sales promotions and in-store-discounts can increase sales by attracting new and existing customers. ✓✓
 - By using the promotional techniques the businesses will create an awareness of their products on offer.
 - They result in an improved product availability for a limited time. (2)
- 6.2 Printing costs ✓
Telephone costs ✓
Fax costs ✓
 - Internet costs (3 x 1) (3)

**NOV 2019 EC
QUESTION 6**

- 6.1 6.1.1 (a) Billboard ✓ (1)
(b) Sales promotion ✓ (1)
- 6.1.2 **Billboard:**
It can reach a wide range of people who drive or walk past the billboard. ✓✓
 - The size of billboards allows for spectacular visuals that can draw the attention of potential customers.
- Sales promotion:**
It can increase sales by attracting new and existing customers. ✓✓
 - It could create an awareness of their product on offer.
 - It will result in an improved product availability for a limited time period. (2 x 2) (4)
- 6.1.3 To make phone calls and send e-mails to the advertising agency, airlines and cruise liner operators that form part of the marketing campaign. ✓✓
To communicate with potential customers who are interested in the offer and customers that have booked. ✓✓
 - To communicate with customers via online applications such as Twitter, Instagram and Facebook. (2 x 2) (4)