higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

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This marking guideline consists of 11 pages.

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QUESTION 1

1.1 1.1.1

- Printing method✓ – Lithography, relief printing or other printing methods.✓
- Paper quality✓ – E.g., 80-g cartridge paper or recycled paper.✓
- Page sizes and numbers✓– Indicate if it needs to be 50 pages of an A4 size or a single A5 page.✓
- Letter types and sizes✓– Indicate the letter type and sizes for headings and texts, e.g., use Calibri letter type in a 12-point letter size for the text and 14-point for headings.✓
- Frequency✓ – Publication to be printed weekly, monthly, once-off or a reprint.✓
- Colour(s) – One colour, spot colour or full colour can be required for the publication.
- Binding – Saddle stitching can work for an information booklet, whereas ring-binding can be used for binding training material for short courses.
- Graphics – Provide suitable illustrations, artwork, graphs or photos for the publication.
- Due date – Indicate date when the print job should be completed and ready for a client.
- Packaging – This is how the printed material should be packaged and delivered, e.g., deliver one box with 500 letterheads to the business address. (Any 5 × 2) (10)

1.1.2 The use of software on a computer to combine media elements such as text, photos or illustrations to create a printable document or publication, such as a newsletter, pamphlet or flyer. (2)

1.1.3

- The printing process allows us to share large amounts of information quickly and in huge numbers.
- In fact, the printing press is so significant that it has come to be known as one of the most important inventions of our time.

(Any ONE) (2)

1.1.4

- It is determined by its target group, purpose and budget available.
- Publication should convey suitable image, product or service.
- Should be cost-effective to produce and print.
- Size and formats e.g., a magazine or a flyer format and paper size.
- Headings, text and typography
- Colours, graphics and photos
- Binding and paper quality (Any 5 × 2) (10)

1.1.5
- Balance
- Proximity
- Alignment
- Consistency
- Contrast
- Break up of text
- Use of colour
- Use of typography (Any 2 × 1) (2)

1.2 1.2.1
- Newspaper
- Magazine
- Radio
- Television
- Digital media (Any 4 × 1) (4)

1.2.2
- Communication objectives✓

The PRP needs to select the mass media type that is best suited for the communication objectives of the organisation. These objectives may be to inform, educate, create publicity or entertain audiences. ✓

- Type and number of target group✓

Target groups can differ in terms of factors such as education levels, age, gender and the number of people to be reached. ✓

- Type of information or message✓

The type of media should be carefully selected depending on the information content. It is important to reach the selected target groups and that they can access and understand the messages. ✓

- Nature of product or service✓

The PRP needs to consider the nature of the product, service or enterprise to decide which media would be best suited to convey information about it. ✓

- Quality of media✓

If the organisation wants to promote an image of quality or excellence to its target groups, it needs to use suitable media to convey this. ✓

- Cost of the media

The budget will determine the type of media that a business it can afford to use. Media choices should be evaluated in terms of cost efficiency and ability to achieve communication objectives.

- Distribution factors

Major distribution factors that influence media choices are area, cost and frequency. (Any 5 × 2) (10)

1.3
- Direct action funding
- Special events
- In-kind donations
- Product fund-raising
- Grants
- Bequests
- Financial endowments
- Online fund-raising (Any 5 × 1) (5)

1.4
- Humorous
- Fear-inducing
- Slice-of-life
- Fantasy
- Testimonials
- Motivational
- Rational
- Emotional
- Slogan
- Jingles
- Musical/production (Any 5 × 1) (5)

[50]

QUESTION 2

2.1
2.1.1 D
2.1.2 E
2.1.3 B
2.1.4 A
2.1.5 G

(5 × 1) (5)

2.2
- Obtain publicity
- Create awareness
- Promote marketing and sales
- Create a positive image
- Establish relations with interest groups
- Raise funds (Any 3 × 1) (3)

2.3

Step Sequence	Tasks	Deadline date	Responsible Person(s)	Yes/No
Step 1	Identify objectives			
Step 2	**2.3.1 Decide on the type of event✓**			
Step 3	Decide on the event message or theme			
Step 4	**2.3.2 Select a suitable date✓**			
Step 5	Identify suitable venue			
Step 6	**2.3.3 Plan the invitation list✓**			
Step 7	Identify suitable speakers			
Step 8	**2.3.4 Determine the budget✓**			
Step 9	Identify suitable accommodation			
Step 10	**2.3.5 Arrange publicity✓**			
Step 11	Organise catering			
Step 12	**2.3.6 Make travel arrangements✓**			
Step 13	Compile a work or activity programme			
Step 14	**2.3.7 Compile a social programme✓**			
Step 15	Organise required print material			
Step 16	**2.3.8 Organise equipment and special items✓**			
Step 17	Organise registration of attendants			
Step 18	**2.3.9 Conduct a site tour✓**			
Step 19	Prepare for contingencies			
Step 20	**2.3.10 Obtain feedback and evaluation✓**			

(10 × 1) (10)

2.4
- Manage crisis communication to protect the organisation and project a caring image.
- Act as a coordinator to liaise with internal parties relating to enquiries.
- Communicate honest and accurate information as fast as possible to all involved parties to prevent misinformation and damage to the organisation's reputation.
- One trained spokesperson (CEO or PRP) must make statements to the media and staff.
- Manage liaison with police, fire rescue or medical services if required by the crisis. (Any 4 × 1) (4)

2.5
- Improve competitive edge by attracting and retaining investors, customers and staff.
- Enhance credibility and reputation, as CSI demonstrates the heart and caring of the company.
- Support marketing objective, increase brand awareness and customer loyalty.
- Promote employee satisfaction, loyalty and productivity.
- Increase corporate brand awareness, which can promote financial and business growth.
- Generate positive publicity due to media interest in ethical business activities.
- Support PR activities in building relations and goodwill with stakeholders such as communities. (Any 6 × 2) (12)

2.6 A process to gather information in an objective and systematic manner to evaluate its effectivity (2)

2.7
- The name of the organisation requesting the research should be featured prominently.
- The subject/title of the survey must be clearly indicated, e.g., client service questionnaire.
- Convey to respondents why the survey and the information is important to the organisation.
- Give the name and details of the contact person for questions about the survey.
- The purpose of the questionnaire should be explained, e.g., to evaluate the customer service of the company.
- Provide clear instructions as to how the questionnaire must be completed and returned.
- The researcher needs the information at a certain time to be able to evaluate the results and write a research report.
- Types of questions: researchers can use multiple-choice, closed, priority, open-ended or schematic-sale questions. (Any 5 × 2) (10)

2.8
- Frequency
- Types of staff
- House journal formats
- Printed or electronic magazine format
- Printed or electronic newsletter format
- Video format
- External newsletters (Any 4 × 1) (4)

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QUESTION 3

3.1 3.1.1 Ford is doing enough.✓
Valid reason to support✓✓

OR

Ford is not doing enough.✓
Valid reason to support✓✓ (3)

3.1.2
- PR and media tools can be used to manage reputation.
- Being quick to apologise to the complaints of customers.
- Understanding the complaints you receive from customers.
- Using testimonials
- Having crisis management plan
- Using authority to protect the brand
- Being transparent when handling client issues (Any 6 × 1) (6)

3.1.3
- It is an unexpected and unpredictable event that can harm the organisation.
- There is usually limited time to make decisions about how to resolve the crisis.
- It may trigger feelings of fear and threat among affected groups.
- It may involve physical and other dangers.
- There may be a lack of clear information about what exactly is going on.
- It usually evokes strong attention from the media, stakeholders and customers.
- News about a crisis travels fast and shapes public perception on how the crisis is dealt with.
- It will require special management, manpower and financial attention and action.
- It will impact on the reputation and finances of a business.
- Costs can be for emergency services, compensation for loss of life, equipment, income and for rebuilding market position.
- It requires a need for change and the crisis must be brought under control as soon as possible by implementing crisis plan remedies; then it is not a crisis, but a failure or an incident.

(Any 4 × 2) (8)

3.2 3.2.1

- Increase brand loyalty – Loyal customers are valuable asserts for any organisation. ✓✓
- Increase corporate identity and image✓✓ – Sponsorships can enhance the corporate identity and image of a sponsor, especially when associated with prominent and widely televised events such as the Cape Town Cycle Tour and Super Rugby games.
- Generate media publicity – ✓✓ Worldwide events such as major golf, rugby or tennis tournaments enjoy global media coverage and publicity that expose the company's corporate brand to a wide (national and international) audience.
- Improve community relations ✓✓– If a business sponsors a cause or a non-profit organisation/charity, it shows that it cares about the community. For example, a local business can sponsor or donate computers to a school in a disadvantaged area.
- To fight competition✓✓
- To enter into new market segments
- To attract new clients (10)

3.2.2

- Sponsorship – involves a sponsor providing financial and/or material contribution to a sponsored party
- Donation – financial and/or material support given to parties without expecting anything in return (2 × 2) (4)

3.2.3

- Relates to responsible business conduct and actions that consider ethical standards, legal compliance and respect for the environment and stakeholders affected by business operations.
- Corporate social investment – Part of the overall CSR strategy and refers to the financial and non-financial contributions and upliftment programmes organised for stakeholders. (2 × 2) (4)

3.2.4

- Does the programme fit into the CSR strategy and policy of the business?
- Is the CSI programme supported by top management and shareholders?
- Who are important stakeholder groups on which the CSI should focus?
- What are the needs of the stakeholder groups, e.g., employees or the community?
- How will the CSI programme address the needs of the identified groups?
- How will the CSI programme benefit the target group and the business?
- Is the company willing to dedicate long-term support for the CSI programme?
- Are there suitable resources to manage and finance the CSI programme? (Any 4 × 2) (8)

3.2.5
- Employee development
- Skills development
- Economic development
- Community development
- Environmental conservation (Any 3 × 1) (3)

3.2.6
- Reliability – The degree to which a measure (assessment or research instrument) produces stable and consistent results
- Validity – The degree to which a research measure must measure what it intends to measure (2 × 2) (4)

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QUESTION 4

4.1 4.1.1
- Step 1: Define the situation
- Step 2: Set objectives
- Step 3: Identify the target group
- Step 4: Develop a message
- Step 5: Plan of Action
- Step 6: Determine budget
- Step 7: Feedback and evaluation (7)

4.1.2 Growing South Africa Together for Women's Emancipation (2)

4.1.3 Celebrates Women's Day
To raise awareness of women's equality (2)

4.1.4
- Event
- Media
- Team & individual
- Venue
- Cause (5)

4.2 4.2.1 Public Relations
- A strategic communication process that establishes relations and creates goodwill between an organisation and its stakeholders by using publicity and other non-paid communication media.
- Promotes sound relations and supports the marketing efforts to influence the market's attitude towards an organisation.

Advertising
- Any paid form of non-personal promotion of products, services or ideas by an identified sponsor (business/brand) in non-personal media
- Promotes the product and/or service mix of an organisation.

(2 × 2) (4)

4.2.2
- It informs consumers about products, services, prices and (10)

benefits that can help them make more informed purchasing decisions.
- Advertising can encourage competition, which may lead to better prices for consumers.
- Manufacturers are forced to maintain high standards as promised by their advertisements.
- Advertisements help to carry the cost of media such as magazines, radio or television.
- Advertising can evoke customer feedback and suggestions that can help businesses to improve their products and services.
- Advertising can encourage awareness of social problems, e.g., educating the public about family planning, abuse prevention or road safety. (Any 5 × 2)

4.3 4.3.1
- Smile, make eye contact, be friendly and make visitors feel important.
- Treat all visitors with respect and give them your undivided attention.
- Always be presentable and alert (not only on the first day) as you represent your organisation.
- Be accessible, do not use closed body language such as folded arms and do not block the entrance. It gives a non-verbal message of inaccessibility and people will not feel welcome and will avoid the stand.
- No sitting, eating, reading or texting while on duty. Put your cell phone out of sight.
- Avoid eating spicy food with garlic or curry, for example, as it tends to linger on the breath and may be off-putting to visitors.
- Do not hover over visitors' shoulders and sneak up behind them; they may be scared off.
(Any 5 × 2) (10)

4.3.2
- Exact scope of exhibition in terms of its objectives, activities and deadlines
- The rules and regulations of the exhibition organisers
- Whether the type of exhibition fits in with the services and/or products of the organisation
- Attendance figures and visitors' profiles to fit in with business objectives and needs
- Conditions for exhibiting, e.g., cost of participation and services provided
- Whether competitors are participating, in which case your business should also attend
- Suitable exhibition date to fit a new product launch and its production schedule
- Whether participation will result in additional media or customers in comparison with other promotional media
- Overall budget requirements for participating in the exhibition
(Any 3 × 2) (6)

4.4
- Trade exhibitions
- Trade shows
- Consumer exhibitions
- Consumer shows
- Portable
- Permanent exhibitions (Any 4 × 1) (4)

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TOTAL: 200

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