higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

(5070046)

14 November 2022 (X-paper)
09:00–12:00

This question paper consists of 7 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
PUBLIC RELATIONS N6
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 question on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

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QUESTION 1

Today, printing is a specialised area in which experts use sophisticated modern technology to produce a variety of printed products.

1.1 **Contemplating a world without printing**

Danger. Fragile. Flammable. Poisonous. High voltage. Restricted Area.

Stop. Exit. No entry. Wrong way.

Where would we be without warnings signs and traffic signs? How would we know when or where to exit a freeway or a parking lot? How could we know the speed limit? How would we know which gate to board at an airport? How do we tell which soft drink can to remove from a café refrigerator or shampoo to put a supermarket trolley?

In short, how would we function without printing?

Steve Thobela, CEO of printing SA, the representative body for South Africa's printing and packaging industry, says that he relies on printing and packaging every day. Without printing he would not have vital information where he needs to see it most, be able to make quick, informed decisions or communicate.

1.1.1 Discuss the information points required by printers. (10)

1.1.2 What is *desktop publishing*? (2)

1.1.3 Why is printing important? (2)

1.1.4 A publication should convey a suitable image of the business, product or service and be cost effective to produce and print.

Describe FIVE guidelines for a good design. (5 × 2) (10)

1.1.5 Name TWO layout principles for material design. (2)

1.2 The PR department can use various media types to communicate with internal and external target groups.

1.2.1 State FOUR of the most common mass media platforms. (4)

1.2.2 Discuss the criteria for the selection of media. (5 × 2) (10)

1.3 List FIVE types of fund-raising methods. (5)

1.4 Name FIVE copy style approaches. (5)

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QUESTION 2

Corporate identity and image are related and impact strongly on the way that interest groups think of and view an organisation.

2.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1.1	A corporate advertisement placed in the media by an organisation to attract suitable applicants for vacancies at the organisation	A	crowd fund-raising
		B	corporate image
		C	online fundraising
2.1.2	The external personality that an organisation projects to the interest groups, which includes its physical appearance	D	corporate recruitment advertising
		E	corporate identity
2.1.3	Promotes the total organisation by creating awareness of its identity and reputation among the public, consumers, interest groups and the industry	F	group discussions
		G	workshops
2.1.4	Raising funds from the contributions of a large group of people		
2.1.5	Small groups of people meet to focus on learning a specific skill, technique or exploring a specific subject		

(5 × 1) (5)

2.2 Write down the THREE objectives of special events. (3)

2.3 Write down the missing steps of the general event checklist. Write only the missing step next to the question number (2.3.1–2.3.10) in the ANSWER BOOK.

Step Sequence	Tasks	Deadline date	Responsible Person(s)	Yes/No
Step 1	Identify objectives			
Step 2	**2.3.1**			
Step 3	Decide on the event message or theme			
Step 4	**2.3.2**			
Step 5	Identify suitable venue			
Step 6	**2.3.3**			
Step 7	Identify suitable speakers			
Step 8	**2.3.4**			
Step 9	Identify suitable accommodation			
Step 10	**2.3.5**			
Step 11	Organise catering			
Step 12	**2.3.6**			
Step 13	Compile a work or activity programme			
Step 14	**2.3.7**			
Step 15	Organise required print material			
Step 16	**2.3.8**			
Step 17	Organise registration of attendees			
Step 18	**2.3.9**			
Step 19	Prepare for contingencies			
Step 20	**2.3.10**			

(10 × 1) (10)

2.4 What are the FOUR responsibilities of a PRP during a crisis? (4)

2.5 Describe SIX advantages of Corporate Social Investment programmes.

(6 × 2) (12)

2.6 Define *Public Relations Research*. (2)

2.7 Describe FIVE required pieces of content of a questionnaire. (10)

2.8 Name FOUR formats of internal staff publications. (4)

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QUESTION 3

3.1 Read the scenario below and answer the questions.

Ford is trying to help their customers after the crisis. They now acknowledge that during the initial process, customers and the public were not well enough informed about the situation and for that, they have sincerely apologised. 'We care about the safety and well-being of our customers.'

3.1.1 Do you think Ford is doing enough to help customers? (3)

3.1.2 How can they repair their reputation and build trust? (3 × 2) (6)

3.1.3 Discuss FOUR characteristics of a crisis. (4 × 2) (8)

3.2 Ford SA decides to repair their reputation and build trust through sponsorship.

3.2.1 Describe the objectives you think Ford SA wish to achieve when sponsoring. (10)

3.2.2 Differentiate between *sponsorship* and *donation*. (4)

3.2.3 Distinguish between *corporate social responsibility* and *corporate social investment*. (4)

3.2.4 Describe FOUR characteristics of corporate social responsibility. (4 × 2) (8)

3.2.5 Name THREE areas of corporate social responsibility. (3)

3.2.6 Distinguish between *reliability* and *validity* in research. (4)

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QUESTION 4

Read the scenario below and answer the questions.

4.1

ORGANISING CREATIVE EVENTS – BOSCHENDAL WINE ESTATE
Boschendal caters for customised events in their Boschendal Manor House, Rhone Resturant, The Olive Press and the Werf Resturant and picnics in their beautiful gardens. The events team of the picturesque (300-year old) Boschendal wine estate in the Western Cape has decided to organise the following event for the month of August: Women's Day Bubbles and Bikes (9 August)

4.1.1 Write down the SEVEN steps which the Boschendal organising team will use when organising this event. (7)

4.1.2 What do you think will be the theme for Women's Day? (2)

4.1.3 Indicate ONE objective for Women's Day events. (2)

4.1.4 Boschendal wine estate may decide to look for associates to sponsor their events.

State FIVE types of sponsorships. (5)

4.2 Advertising and PR play important roles to achieve business goals and reach target markets.

4.2.1 Differentiate between *Public Relations* and *advertising*. (4)

4.2.2 State FIVE advantages of advertising. (5 × 2) (10)

4.3 The staff attending to the stand during exhibition should professional, friendly, and well informed.

4.3.1 Discuss FIVE guidelines for staff conduct when attending a stand. (5 × 2) (10)

4.3.2 State THREE criteria for participation in exhibitions. (3 × 2) (6)

4.4 Name FOUR types of exhibitions. (4)

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TOTAL: 200

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