higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

PUBLIC RELATIONS N5

13 JUNE 2016

This marking guideline consists of 9 pages.

Copyright reserved

QUESTION 1

Two marks for naming each key element in the correct order. (7 x 2 = 14)
Application of key elements (26). Marks indicated. (14)

1.1 **A - Define the situation/situation analysis**

- Environmental awareness campaign
- Organised by the college (college name must be given)
- The date of the event must be indicated
- It is a once-off programme (4)

B - Set objectives

- To make the college students aware about the environment
- To raise awareness of the importance of environmental conservation
- To promote the image of the college
- To become involved with the community by being involved in community issues.
- Any reasonable objective (4)

C - Identify stakeholders/target group

- Employees
- College management
- Sponsors
- Businesses and industries
- Department of Nature Conservation
- Students
- Creditors
- Department of Environmental Affairs
- Any reasonable stakeholder (2)

D - Develop the message

Any reasonable answer

- The campaign is a newsworthy and exciting event
- The college (specify the name of the college) together with the Department of Environmental Conservation will ensure that you are not inconvenienced by excessive noise during the campaign
- The college (specify the name of the college) cares for nature (2)

E - Plan of action/activities

- Printing of promotional material (T-shirts, caps etc)
- Pamphlets
- Preparing stalls
- Presentations
- Advertising in media
- Tree-planting ceremony
- Caterers
- Speeches
- Giving away trees to be planted at home
- Any suitable promotional activities (6)

Copyright reserved

F - Determine budget

- Labour
- Admin costs
- Overhead costs
- Hiring costs – venues for functions/trees or flowers/performing groups/motivational speakers
- Promotional costs – press releases, printing promotional materials
- 10% contingency
- Buying trees to be planted during the event
- Fuel/travelling costs (4)

G - Feedback and evaluation

- Amount of publicity
- General feedback
- Radio and television broadcast returns
- Attendance
- Market research reports and attitude and opinion polls
- Subjective internal meetings
- Complaints and criticism analysis
- Awards and prizes
- Any reasonable feedback and evaluation (4)

1.2 Public Relations Institute of Southern Africa (4)

1.3

- Lack of personal contact
- Media flood
- Decline in the economy
- International developments
- Social responsibility
- Public demands
- Multiculturalism
- Rise of the labour unions
- Competition (Any 6 x 1) (6)

[50]

QUESTION 2

2.1
- AIDS awareness
- Safe housing
- Environmental awareness
- Entrepreneurial image
- Relationships
- Crime prevention
- Education (Any 4 x 1) (4)

2.2
- Personal integrity is the maintenance of both high moral standards and a sound reputation.
- Professional integrity is the observance of the constitution's rules and PRISA's code of conduct. (2 x 2) (4)

2.3
- Acknowledge the customer, be calm and friendly
- Apologise to the customer
- Get clarity regarding the problem/find out if valid
- Take responsibility for actions and try to achieve expectancies and more
- If it was customer's fault, handle with tact
- Make sure customer is happy
- Keep a journal – it will help that problem doesn't occur again
- Follow-up call – if necessary
- Listen to the customer – don't interrupt
- Find out exactly what the customer wants (Any 8 x 2) (16)

2.4

2.4.1 Most common form of communication and involves the communication of the company's mission, vision, goals, policies and procedures.
E.g. management communicates policy to staff

2.4.2 Should be used carefully, because it bypasses the normal chain of command. Communicating to another department.
E.g. salesman who calls workshop manager directly instead of going through his sales manager.

2.4.3 When people on the same level communicates.
E.g. managers discuss the implementation of the new policy.

2.4.4 Communicating upwards in the organisational hierarchy. Submission of completed work, reports or queries.
E.g. secretary gives a report to her manager.

(4 x 2) (8)

2.5
- The communication audit consists of carefully compiled questionnaires on the effectiveness of internal communication that are distributed to staff.
- Issues that are explored range from desired content to format of tools of internal communication.
- Group meetings, organisational workshops and seminars are also useful forms of feedback of internal communication. (3 x 2) (6)

2.6
- Using plain clear language
  - Communication cannot take place unless people understand each other.
- Consider your target audience
  - Technical language may be understood by one section of staff but not by another.
- Choose the appropriate communication tool
  - Choose a tool according to the appropriateness, effectiveness, cost and time.
- Obtain feedback
  - Feedback is required orally or in writing to make sure that the message was received and understood.
- Sensitivity to cultural background
  - We need to be sensitive to other's cultural backgrounds in our communication as we come from many different cultures.

(5 x 2) (10)

2.7 A suggestion box is placed in a prominent place in order to invite staff to submit suggestions. These should be taken seriously and staff should be rewarded for feasible suggestions on productivity, improving staff relations and cost-saving. (2)

[50]

QUESTION 3

3.1 3.1.1 Withdrawal style

3.1.2 Dynamic style

3.1.3 Egalitarian style

3.1.4 Structural style

3.1.5 Relinquishing style

(5 x 2) (10)

3.2
- To interest/amuse
- To inform
- To stimulate/impress/influence
- To solve problems and resolve conflicts
- To build sound interpersonal relations
- To motivate
- To coerce
- To persuade (Any 5 x 1) (5)

3.3
- The receiver's name
- Date and time of the call
- Caller's name, title, organisation and department
- The message
- Your name
- Indicate whether the person called in person or telephonically

(Any 5 x 1) (5)

3.4
- National/countrywide newspapers – Sunday Times, Sunday Tribune, Rapport
- Regional newspapers – City-Vision, The Cape Times, Cape Argus, Die Burger, Beeld
- Urban newspapers and suburban newspapers – Table Talk, Tygerburger, City Press
- Daily newspapers – Business Day, Citizen, Daily News, Natal Mercury, The Times, Cape Times and The Argus
- Morning newspapers – Cape Times
- Evening newspapers – Daily News
- Sunday newspapers – The Sunday Times, Rapport
- International newspapers – Evening Standard, New York Times,

(Any 5 x 2) (10)

3.5
- The nature of the product or service
  - Each product will need a particular medium in order to reach the target audience. Products are also seasonal, e.g. sun-tan lotions.
- The nature of the target audience
  - This is defined by gender, language, age, race, household income, living standard measure (LSM), education, work status and life stages.
- The medium used by the target audience
  - Which medium is used by the target audience and how much does it cost them to use it.
- The reach of the medium
  - This refers to the number of the target audience who read or watch the particular medium.
- The frequency of the medium
  - How often is it published?
- Timing
  - Press releases must be sent to magazines three months before publishing, so plan in advance. A list of special features and deadlines are supplied by the media. (Any 5 x 2) (10)

3.6
- Topic
- Title for the story
- Date
- Reference number
- Name and address of the company
- Name and address of the contact person (Any 5 x 1) (5)

3.7
- Press publicity
- In-house publications
- Training purposes
- Presentations
- Advertisements
- Exhibitions
- Gifts to promote goodwill
- Records of events (Any 5 x 1) (5)

[50]

QUESTION 4

4.1
- Conference room must be prepared in advance
- Press kits with necessary information placed in folders
- Choose date and time that does not clash with other news events
- Suitable place to accommodate people involved
- Confirm with media representatives a day in advance
- Telephonic invitation or written invitations to the media to be made a week or two in advance
- Time, time limits or deadlines must be taken into account
- Spokesperson's speech should be made available to representatives
- Identification labels for media representatives must be prepared
- Ensure names are spelt correctly
- Media representatives could meet organisation representatives

(Any 5 x 2) (10)

4.2
- Honesty and ethical practice – Always be honest and practise ethical business practices.
- Empathy – Develop the ability to see how a situation affects the other party.
- Courtesy – Always be courteous, particularly if the other party is tense.
- Helpfulness – Always go the second mile to assist where one can.

(4 x 2) (8)

4.3
- The corporate profile – What products/services the organisation deal in
- Financial highlights – the income statement, balance sheet and ratios of debt equity
- Corporate goals – long- and short-term objectives
- Group structure – some companies publish photographs of the entire staff in the organogram
- Directors' profiles – directors' photographs and short biographies
- Chairman's statement – new products, any major management changes, acquisitions and disposals
- Review of departments – activities within each department
- Analysis of shareholders – should contain the annual shares traded
- Directors' report – report from the directors
- Notice of AGM – annual general meeting is announced (Any 6 x 2) (12)

4.4
- Balance – images are not balanced
- Alignment – images are not aligned properly and look misplaced
- Repetition – too much repetition of flowers. The name states that it is a florist and you do not need to be bombarded with images of flowers.
- Contrast – flowers are not aligned and colours are distracting.
- Space – Spacing of the elements not attractive and odd.

Any appropriate response (5 x 2) (10)

Copyright reserved

4.5
- Consumers will buy products from the organisation.
- Consumers are likely to pay more and buy new products from the company.
- Shareholders will invest in a company with a good reputation.
- Employees will gain job satisfaction.
- Suppliers give credit to trustworthy organisations.
- Banks lend money to responsible borrowers readily.
- Investors are more likely to invest.
- Authorities are more likely to consider requests.
- Future employees prefer to work for such an organisation. (Any 5 x 2) (10)

[50]

TOTAL: 200

Copyright reserved