higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1370**(E)**(J13)H
**JUNE EXAMINATION**

**NATIONAL CERTIFICATE**

# PUBLIC RELATIONS N5

(5070035)

**13 June 2016 (X-Paper)**
**09:00–12:00**

**This question paper consists of 5 pages.**

GENERAL STUDIES

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# DEPARTMENT OF HIGHER EDUCATION AND TRAINING
# REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
PUBLIC RELATIONS N5
TIME: 3 HOURS
MARKS: 200

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**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. Begin each question on a NEW page.
5. Write neatly and legibly.

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## QUESTION 1

1.1 As a public relations practitioner, you are asked by your college to organise an environmental conservation campaign in order to inform the college students about the importance of looking after the environment.

Plan a detailed public relations programme for this activity using the SEVEN key elements and use each key element as a discussion heading.

(7 x 2) + 26 (40)

1.2 What does the acronym *PRISA* stand for? (4)

1.3 Give SIX reasons for the modern development of public relations. (6)

**[50]**

## QUESTION 2

2.1 Indicate FOUR areas in which public relations can play a meaningful role in South Africa. (4 x 1) (4)

2.2 According to PRISA's code of conduct, personal and professional integrity is required of the public relations practitioner.

Explain what is meant by these TWO principles. (2 x 2) (4)

2.3 During the environmental conservation campaign you receive a complaint from one of the event participants.

State EIGHT guidelines that you should keep in mind when dealing with the complaint. (8 x 2) (16)

2.4 Give a brief explanation and example of each of the following:

2.4.1 Downward communication

2.4.2 Diagonal communication

2.4.3 Horizontal communication

2.4.4 Upward communication

(4 x 2) (8)

2.5 During the environmental conservation campaign you have been hearing some negative comments about the lack of communication in your organisation (college). You decide to investigate the matter by conducting a communication audit.

How would you conduct a communication audit as a tool of measurement of the effectiveness of internal communication? (3 x 2) (6)

GENERAL STUDIES

2.6 Briefly explain the FIVE principles of communication with and between employees. (5 x 2) (10)

2.7 What is a suggestion box used for? (1 x 2) (2)
**[50]**

**QUESTION 3**

3.1 As a public relations practitioner, you have to learn to use different communication styles on different occasions.

Read the follow descriptions and correctly identify each communication style. Write only the style next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.1.1 The communicator tries not to express an opinion and maintains a neutral stance.

3.1.2 This style tends to be unfiltered and concise, giving clear directions with the objective of inducing others to action.

3.1.3 Employee participation is stressed during problem solving and subordinates are consulted on appropriate matters and allowed some influence in the decision making process.

3.1.4 It is a systematic communication style that goes 'by the book' and tries to provide a structure for purposeful action.

3.1.5 The communicator gives up on his/her opinions.

(5 x 2) (10)

3.2 Name FIVE objectives of communication. (5 x 1) (5)

3.3 List FIVE information items that should be written down on the telephone message form. (5 x 1) (5)

3.4 Name and give ONE example of FIVE different newspaper categories.
(5 x 2) (10)

3.5 The CEO of the college asked you to advertise the environmental conservation campaign.

Name and discuss FIVE factors that you should consider when choosing appropriate media. (5 x 2) (10)

3.6 Name FIVE content items that will be included in a press release. (5 x 1) (5)

3.7 Give FIVE reasons for the use of photographs in public relations. (5 x 1) (5)
**[50]**

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**QUESTION 4**

4.1 One of your duties as a public relations practitioner is to invite the media to your organisation for special announcements.

Discuss FIVE guidelines you have to follow when organising a media conference. (5 x 2) (10)

4.2 List and discuss FOUR factors that will help a public relations practitioner to build professional relationships with stakeholders. (4 x 2) (8)

4.3 Name and describe SIX items that must be included in an annual report of the company. (6 x 2) (12)

4.4 Study the logo below. Discuss the appropriateness of the logo by referring to the FIVE principles of design. (5 x 2) (10)




4.5 Name FIVE advantages that your college would have if it projected a positive corporate image. (5 x 2) (10)

**[50]**

**TOTAL: 200**

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