higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1410**(E)**(J15)H

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(**5070035**)

15 June 2018 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
PUBLIC RELATIONS N5
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. Begin each question on a NEW page.
5. Neatness, style and layout of answers are important.
6. Note the mark allocation in this question paper.
7. Answer all the questions within the practical context of the given situation.
8. Write neatly and legibly.

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QUESTION 1

1.1 You are a public relations practitioner for the PixelStack Advertising Agency. Your company is hosting a function for potential clients on 30 June 2017. The event will be held at the Hans Merensky Golf Estate in Phalaborwa.

Plan a public relations programme for the event using the SEVEN key elements of a public relations programme. Use each key element as a discussion heading for the answer. (7 + 23) (30)

1.2 During the event, many potential new clients will be met. It is, therefore, important that the public relations practitioner projects a professional image by having all the necessary information about the business at hand.

State FIVE items of frontline knowledge that should be readily available. (5 × 2) (10)

1.3 Identify the external role that the public relations practitioner plays in respect of each of the following publics:

1.3.1 Sponsors (2)

1.3.2 Shareholders (2)

1.3.3 The media (2)

1.3.4 Government (2)

1.3.5 Local community (2)

[50]

QUESTION 2

2.1 Education is an important part of a public relations practitioner's career.

Discuss FIVE fields of study where the public relations practitioner can gain useful knowledge and experience. (5 × 2) (10)

2.2 State FIVE objectives of internal communication with employees. (5)

2.3 It is important for the public relations practitioner to determine whether the communication in an organisation is effective.

Give FIVE examples of tools that can be used to determine the effectiveness of a company's internal communication. (5)

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2.4 Illustrate the difference between the following categories of communication by providing an example of each:

2.4.1 Downward communication

2.4.2 Horizontal communication

2.4.3 Formal communication

2.4.4 Grapevine

2.4.5 Diagonal communication

(5 × 2) (10)

2.5 Name and briefly explain FIVE instruments of internal communication. (5 × 2) (10)

2.6 Name FIVE communication styles that can be found in Public Relations. (5)

2.7 Name FIVE personal attributes of successful negotiators. (5)

[50]

QUESTION 3

3.1 During the PixelStack event, you will come across clients from various cultural backgrounds. It is, therefore, important that special attention be given to your non-verbal communication.

Give FIVE differences in cross-cultural non-verbal communication you should be observant of, and give ONE example of each. (5 × 2) (10)

3.2 After the success of your PixelStack event, your CEO is approached by a local television network to talk about the event.

What FIVE guidelines would you give to your CEO regarding television techniques? (5 × 2) (10)

3.3 Name and discuss FIVE factors that you would consider when choosing appropriate media for the event. (5 × 2) (10)

3.4 It is important to take good quality photographs during the PixelStack event.

Give FIVE practical hints to the photographer to ensure good quality photographs. (5 × 2) (10)

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3.5 Redraw the following table in the ANSWER BOOK. Differentiate between a Feature Article and a News Article by tabulating your answers under the correct heading in the table. (5 + 5) (10)

FEATURE ARTICLE	NEWS ARTICLE

[50]

QUESTION 4

4.1 Name TEN key elements of an annual report. (10)

4.2 Give a brief explanation of each of the following:

4.2.1 Sponsorship (2)

4.2.2 Donation (2)

4.3 Why is it important to maintain good relationships with government? (3)

4.4 List THREE factors that influence any relationship. (3)

4.5 How would you maintain good relations with the media? (5 × 2) (10)

4.6 You are approached by your CEO to design a new logo for the company.

Describe the FIVE stages in the design process that you will follow. (5 × 2) (10)

4.7 Name TEN factors that affect a company's corporate image. (10)

[50]

GRAND TOTAL: 200

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