higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

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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. Write neatly and legibly.

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QUESTION 1

1.1 Name 10 items that should be included in an annual report. (10)

1.2 Give FIVE factors to consider when choosing appropriate media for a public relations campaign. (5)

1.3 Copy the TABLE below in the ANSWER BOOK and state the differences between a *feature article* and a *news article* by writing down FIVE characteristics of each.

FEATURE ARTICLE	NEWS ARTICLE

(5 + 5) (10)

1.4 Give the meaning of each of the following terms used in print media:

1.4.1 Deadline

1.4.2 Copy

1.4.3 Readership

1.4.4 Embargo

1.4.5 Circulation

(5 × 2) (10)

1.5 List the technical and layout mistakes that usually occur during the compilation of a press release. (5 × 2) (10}

1.6 What FIVE practical hints would you give an inexperienced photographer to ensure that good quality photographs are taken during an event? (5)

[50]

QUESTION 2

2.1 Copy the TABLE below in the ANSWER BOOK and write down FIVE examples of different media that can be used during the phase in which activities have to be defined in a public relations programme.

INTERNAL	EXTERNAL

(5 × 2) (10)

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2.2 Identify FIVE external stakeholders in a public relations programme and explain the importance of each. (10)

2.3 State PRISA's definition of public relations and briefly describe each of the key elements of the definition. (5 × 2) (10)

2.4 Draw an organisational chart of a company to demonstrate public relations as a staff function. (10)

2.5 Briefly discuss FIVE sources where information about different people, organisations and services can be found. (10)
[50]

QUESTION 3

3.1 Give a brief definition of each of the following terms:

3.1.1 Corporate identity

3.1.2 Corporate image

(2 × 2) (4)

3.2 List 10 categories of material on which a company logo can be printed. (10)

3.3 Name SIX factors which can influence a company's image and reputation. (6)

3.4 Briefly discuss FIVE benefits which companies with a good corporate image enjoy. (10)

3.5 State FIVE ways in which companies can maintain good relationships with the media. (10)

3.6

> Discovery, Africa's biggest health insurance company, has said it remains resolute in its support of Caster Semenya, the two-time Olympic 800-meter track champion who is an ambassador for its Vitality fitness and health programme. The court of arbitration for sport ruled that female track athletes with naturally elevated testosterone levels must suppress the hormone to be allowed to compete in certain events.
>
> They proudly stand behind Caster Semenya as an athlete, national hero, and brand ambassador, said Firoze Bhorat, Discovery's chief marketing officer.

[Adapted from: *https://www.fin24.com/Companies/semenya-sponsor-discovery-backs-national-hero-says-ruling-unfair-20190503*]

3.6.1 Briefly explain *sponsorships.* (2)

3.6.2 How can a good relationship be maintained with sponsors? (4 × 2) (8)
[50]

QUESTION 4

4.1 It is essential that management communicate regularly with employees so that they stay productive and motivated.

Briefly explain FOUR aims of internal public relations communication. (8)

4.2 Name SIX internal communication tools which companies use to communicate with employees and briefly describe each tool. (12)

4.3 Indicate whether the following statements are UPWARD, DOWNWARD, HORIZONTAL or DIAGONAL communication by writing only 'Upward', 'Downward', 'Horizontal' or 'Diagonal' next to the question number (4.3.1–4.3.4) in the ANSWER BOOK.

4.3.1 Two managers discuss their plans for the upcoming holidays.

4.3.2 A secretary submits the leave report for the month to her manager.

4.3.3 A production manager requests additional funds from the financial manager to buy new supplies.

4.3.4 A public relations practitioner asks her secretary to type a press release.

(4 × 2) (8)

4.4 Is the communication in QUESTION 4.3.1 an example of FORMAL or INFORMAL communication? Give a reason for your answer. (2)

4.5 Name FIVE objectives of communication in public relations and give an example of a situation where each of the objectives can be applied. (10)

4.6 Name and describe FIVE styles of communication a public relations practitioner can use on different occasions. (10)

[50]

TOTAL: 200

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