higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1250(**E**)(N24)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

24 November 2014 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

BUSINESS STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
PUBLIC RELATION 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. Start each question on a NEW page.
5. Write neatly and legibly.

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QUESTION 1

1.1 You are the Public Relations Officer of Samsung South Africa. Samsung is a market leader in the cell phone industry and plan to launch their new Samsung Galaxy S5 smartphone on 11 October 2014 at the Coca-Cola Dome in Randburg. The marketing manager, Mr Thambe Thami, asks you to plan a public relations programme for the launch by using the SEVEN key elements of a public relations programme. Use each key element as a heading for the answer. (7 + 23) (30)

1.2 Distinguish between the different levels of the public relations profession by indicating FIVE different titles that can be found in the field of public relations. (5)

1.3 Identify the external role of the public relations practitioner towards each of the following publics:

1.3.1 Shareholders

1.3.2 Sponsors

1.3.3 Local community

1.3.4 Government

1.3.5 The media

(5 × 2) (10)

1.4 What is PRISA's pledge for the public relations profession? Give THREE aspects. (3)

1.5 PRISA was founded in Johannesburg in 1957 and is the only public relations organisation in South Africa.

Name TWO of PRISA missions. (2)
[50]

QUESTION 2

2.1 The manner in which employees behave towards visitors will have a direct effect on Samsung's corporate image. It is, therefore, important that visitors are treated correctly.

Explain FIVE guidelines that will assist employees to behave the correct way when receiving visitors. (5 × 2) (10)

2.2 It is important that after Samsung South Africa launched Galaxy S5 Smartphone to audit the sales in the markets.

Name FIVE reasons for communication audit. (5 × 2) (10)

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2.3 The marketing manager of Samsung RSA, Mr Thambe Thami addressed customers positively about their product and pleaded to them that they should not listen to grapevine that Samsung is not a good phone.

Name FOUR methods of grapevine that might function about the smartphone. (4 × 2) (8)

2.4 It is important that Samsung communicate information to their employees. There are a variety of methods they can use to communicate, one of which being print.

Name and explain SIX print instruments of internal communication that employers can use to communicate with employees. (6 × 2) (12)

2.5 Name and explain THREE categories of communication in public relations. (3 × 2) (6)

2.6 In order to be a good negotiator, you need to have certain personal attributes and characteristics.

Name FOUR characteristics of a good negotiator. (4)
[50]

QUESTION 3

3.1 Name and describe FIVE non-verbal differences between people from various cultures and how they communicate by using their bodies. Indicate the differences by comparing TWO different cultures with each other. (5 × 3) (15)

3.2 Distinguish between the different newspaper categories that can be found by naming FIVE categories and giving an appropriate example of each. (5 × 2) (10)

3.3 Do you think photographs are important in public relations? Give FOUR reasons for your answer. (5)

3.4 List FIVE categories of mass media that Samsung can use to advertise their new smartphone. (5)

3.5 By referring to QUESTION 1.1, briefly consider for writing a media release that you will submit to newspapers on the launch of Samsung's new S5 smartphone. Make use of a new, full page in the ANSWER BOOK. (6 × 2) (12)

3.6 The marketing manager, Mr Thambe Thami, uttered that there are reasons why media releases are rejected and the media choose to publicise other phones.

Name THREE reasons for rejection of a media release. (3 × 1) (3)
[50]

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QUESTION 4

4.1 One of the items that the journalists will receive at Samsung's launch is a press kit. Distinguish between the content of a normal press kit and a special occasion press kit by drawing the following TABLE in the ANSWER BOOK and tabulating the answer.

NORMAL PRESS KIT	SPECIAL OCCASION PRESS KIT

(10)

4.2 Why are customers important to Samsung? Give FOUR reasons. (4 × 2) (8)

4.3 List and discuss factors which will help a public relations practitioner build solid relationships with stakeholders. (4 × 2) (8)

4.4 Distinguish between the following terminologies by giving a brief definition of each.

4.4.1 Donation

4.4.2 Sponsorship

(2 × 2) (4)

4.5 Samsung is considering changing their logo to make it more updated. Name and describe the phases of a corporate identity programme that Samsung will follow in creating their new logo. (5 × 2) (10)

4.6 During one of the processes, you remember that there are design principles that should be checked to evaluate whether the logo is appropriate and of good standard.

Name FIVE characteristics of a good logo. (5)

4.7 There are various factors that influence and reflect corporate culture. Name FIVE of those factors. (5)

[50]

TOTAL: 200

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