higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

PUBLIC RELATIONS N5

24 NOVEMBER 2014

This marking guideline consists of 9 pages.

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QUESTION 1

1.1 1 mark for heading (in correct order) + 23 marks as indicated.

(a) Define the situation/situation analysis
- It is a once off project – Launch a new product, Sumsung Galaxy S5
- A venue/location must be indicated - Coca Cola Dome in Randburg
- The organiser (Samsung)/ The marketing manager – Mr Thambe Thami, must be indicated as well as the date of the launch - 11 October 2014 (Any relevant answer) (4)

(b) Set objectives
- To promote the new Galaxy S5 (Smartphone)
- To create awareness amongst consumers of the new phone
- To increase sales of the Galaxy S5 phone
- To advance Sumsung by bringing in a smartphone

(Any relevant answer) (4)

(c) Identify stakeholders/target group
- Employees
- Customers/clients
- Sponsors
- Cell phone companies (MTN, Vodacom, CellC etc.)
- Shops selling phones (Foschini/Truworths/Markhams/Game/Glo Cell
- Students (university/college/schools) who are technologically advanced (Any relevant answer) (3)

(d) Develop the message
- Hot deals
- Capturing lifetime moments
- It's great to use a smartphone as you'll see in our in-depth

(Any relevant answer) (3)

(e) Plan of action activities
- Printing of T-shirts, pamphlets, invitations, caps
- Preparation of venue
- Presentation to the delegates
- Gifts to delegates
- Guest speakers
- Music (DJ)/suggested artists with phone themes
- Security
- Caterers/Hospitality
- Flyers/Billboards showing Galaxy S5 (Any relevant answer) (6 × 1) (6)

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(f) Determine the budget
- Labour costs
- Admin costs
- Printing costs
- General costs
- Promotion costs
- 10% contingency (Any relevant answer) (5)

(g) Feedback and evaluation
- Increase in sales of businesses (Samsung)
- Media coverage and publicity
- General feedback
- Attendance
- Enquiries
- Letters to Samsung company
- Letters to networks about the product (Any relevant answer) (5)

1.2
- Public Relations Officer
- Client Liaison Officer
- Chief Information Officer
- Director of Public Relations
- Public Affairs Manager
- Client Service Officer
- Client Service Co-ordinator
- Communications Manager
- Public Relations Manager
- Public Relations Advisor
- Public Relations Practitioner
- Public Relations Accounts Executive
- Technical Writer
- Director of Public Relations (Any 5 × 1) (5)

1.3 1.3.1 The PRP must ensure that full information about the company's financial status is given to shareholders.

1.3.2 The PRP must evaluate applications and determine if they are suitable for the organisation.

1.3.3 The organisation must present a positive image and support the community through social responsibility programmes.

1.3.4 The organisation must comply with legislation and suggest further legislation.

1.3.5 The PRP must supply newsworthy press releases and supply truthful answers when questioned by the media.

(5 × 2) (10)

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1.4
- To conduct ourselves professionally with truth, accuracy, fairness and responsibility to the public.
- To improve our individual competence and advance the knowledge and proficiency of the profession.
- To adhere to the articles of the code of professional standards for the practice of PR (3)

1.5
- To establish PRISA as the authority for the Public Relations profession.
- To foster the professionalism of Public Relations practice in South Africa.
- To set and maintain professional ethics and standards among members of the institute.
- To provide dynamic value-added services to its members.
- To establish Public Relations as a strategic management function.
- To transform the institute to stay ahead of dynamic changes in social, political and economic environment. (Any 2 × 1) (2)

[50]

QUESTION 2

2.1
- Notify reception that you are expecting a visitor.
- Meet the visitor yourself or ask the secretary to meet the visitor at the reception area.
- Offer the visitor something to read or refreshments if they have to wait.
- Hold the door for the visitor.
- Shake hands at the conclusion of the meeting.
- When a visitor leaves, escort him/her to the door.
- Greet any visitors in the reception area, even if they are not your visitor.
- Show any visitors to the correct offices.
- Never keep a visitor waiting. (Any 5 × 2) (10)

2.2
- Determining the effectiveness of communication programmes
- Diagnosing present or potential communication problems
- Evaluating a new communication policy or practice.
- Used as an aid to determine the communication budget
- Helps with the development of formal communication policies and plans (5 × 2) (10)

2.3
- Single threat chain
- Gossip chain
- Event chain
- Cluster chain (4 × 2) (8)

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2.4

- Induction booklets

Welcome new employees and explain the rules and benefits of the organisation.

- Reference guides

Provide information on group insurance, medical aid, pension plan and social programmes.

- Institutional literature

Consist of the organisational mission statement, a presentation booklet and the social responsibility programme

- Information racks

Placed at reception and contain all the organisational printed material.

- Wall newspapers

Used to distribute news that changes rapidly. Some companies use this to spread financial news to all employees.

- Staff annual reports

Staff annual reports differ from the annual report in that they are simpler and show financial details in simple form.

- Pay cheque inserts

Employee receives message with minimum cost to company.

- Suggestion schemes

Boxes placed in prominent place in order to invite staff suggestions.

- Bulletin boards

Most effective if they are divided by tape into sections and regularly updated.

(Any 6 × 2) (12)

2.5

- Intrapersonal communication – is communication within oneself, e.g. thinking/daydreaming/brainstorming, etc.
- Interpersonal communication – is the direct communication between two persons or different groups of people where both parties have an equal opportunity to interact
- Mass communication – is the simultaneous transmission of the same message by a sender to many receivers, each receiving and interpreting the message individually.

(3 × 2) (6)

2.6

- Openness
- Active listening skills
- Integrity
- Objectivity
- Patience

(4)
[50]

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QUESTION 3

3.1 FIVE differences in cross-cultural communication (ONE mark for naming and TWO marks for application – any reasonable description)

Body posture
- Western – stand to show respect
- African – sit down to show respect
- East – bow

(Any reasonable example)

Hand gestures
- Used extensively in South Europe/Middle East
- Western Europeans more composed

(Any reasonable example)

Facial expressions
- Smile – Japanese mask feelings
- West – smile shows joy
- Africa – smile can show wonder, embarassment, surprise

(Any reasonable example)

Body contact
- Defined per culture
- Out of place – regarded as offensive
- Arabs, Jews and Eastern Europeans like touching
- English, Germans, Northern Europeans and Asians dislike body contact

(Any reasonable example)

Eye contact
- West – no contact implies dishonesty
- African – show respect

(Any reasonable example)

Personal space
- Differs per culture
- Americans/Africans have close personal space
- British - personal space is bigger

(Any reasonable example)
(5 x 3) (15)

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3.2 National/Countrywide newspapers
- Sunday Times, Sunday Tribune, Rapport

Regional newspapers
- Cape Times, Cape Argus, Die Burger, The Citizen, The Star, The Daily Dispatch, Beeld

Urban newspapers and suburban newspapers
- Alberton Record, Phalaborwa Herald, Hoedspruit Herald, The Atlantic Sun, Die Tygerberger

Daily newspapers
- Business Day, Citizen, Daily News, Natal Mercury, Cape Times, The Argus, Beeld

Morning Newspapers
- Cape Times, Beeld

Evening Newspapers
- Some papers publish 3 editions with updated news. City, City Late and Late Final.

Sunday newspapers
- The Sunday Times, Rapport

International newspapers
- New York Times, Evening Standard

(Any appropriate example can be used) (5 × 2) (10)

3.3 Yes✓ (1)
- Provides proof of an event (camera does not lie)
- Adds interest and stimulates attention
- Tells an immediate message – quicker than text
- Has direct appeal
- Lends aesthetic value to publications
- Makes publications more user friendly and less potentially boring
- Used increasingly – even in previously text only reports (Any 4 × 1) (4)

NOTE: If student said NO, the answer is wrong.

3.4
- Printed media – newspapers, magazines
- Audio-visual - TV
- Audio - radio
- Electronic media – LAN, WAN, e-mail, SMS
- Outdoor media – billboards, vehicles
- New media (social networks) – FB, WhatsApp (Any 5 × 1) (5)

3.5
- Who✓ – Samsung ✓
- What✓ – Samsung Galaxy S5 smartphone✓
- When✓ – 11 July 2014✓
- Where✓ – Coca Cola Dome✓
- Why✓ – New product launch✓
- How✓ – through a launch✓ (6 × 2) (12)

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3.6
- Press value is limited
- Content is not relevant
- Written poorly
- Concealed advertisement
- Inaccurate

(Any 3 × 1) (3)
[50]

QUESTION 4

4.1

NORMAL PRESS KIT	SPECIAL OCCASION PRESS KIT
• News release✓ • Basic fact sheet✓ • Historical fact sheet✓ (3 x 1)	• News release✓ • Basic fact sheet✓ • Historical fact sheet✓ • Progamme of events✓ • Transcript of CEO's speech✓ • List of participants and biographical information✓ • Visual material✓ • Longer, general news story • Two or three general news stories • Page with relevant facts • Brochures (Any 7 × 1)

(6)

4.2
- They determine the long-term future of the organisation. The company cannot exist without them.
- Good service leads to consumer loyalty and increased market share, higher levels of employee satisfaction and higher profits.
- Satisfied customers will insist on the same brand in future and will recommend the brand to others.
- Consumers have powerful groups worldwide and will address companies who are perceived to be unfair to consumers. (4 × 2) (8)

4.3
- Honesty and ethical practice – The PRP should always be honest with shareholders and practical ethical behaviour.
- Empathy – Ability to see how a situation affects the other party
- Courtesy – Especially if the other party is tense
- Helpfulness – Always go the extra mile for shareholders. (4 × 2) (8)

4.4 4.4.1 Donation is money that is given to a cause with expecting anything in return.

4.4.2 Sponsorship is an exchange between an organisation and an entity. Company expects publicity in return for financial backing.
(2 × 2) (4)

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4.5 Briefing the designer

- The PRP is not expected to design the logo, but work with designer
- Ask to see portfolio of the designer's work
- Find a designer whose style and fee is in keeping with your brief

Research

- Interviews with key personnel to find out company's vision, mission, products, policies and goals
- Identifying organisational identity of competitors
- Questionnaires with target publics to find out their perceptions
- Determine the various uses of the logo

Deciding on a design

- Design company present options to personnel
- Important that everyone feels free to state their opinion and if necessary rework a proposed design
- Design company will have to design on computer, which can be projected onto a screen
- The more people that agree on the design the better

Compiling a manual

- Manual stating how logo should be used is drawn up
- Essential that the same corporate identity is maintained throughout the organisation

Implementation

- All staff are notified of the new corporate identity , the reasons why it was chosen and the importance of maintain it (5 × 2) (10)

4.6

- Colour – it must be suitable for the content.
- Balanced design – it doesn't have to be symmetrical.
- Up to date – Unless it is intentionally nostalgic.
- Appropriate – It must be suitable for the company.
- Unique – It cannot be a copy of another logo.
- Memorable – Must be instantly recognisable and memorable.
- Simple – Should not be too complicated
- Flexible and progressive
- Message – It must convey a message (Any 5 × 1) (5)

4.7

- History
- Communication
- Symbols
- Strategy
- External environment (5)

4.8 Logo is a specific symbol. Slogan is a group of words which is combined in a unique way and serves as summary of the sales message, for example: Discover the future. (4)

[50]

TOTAL: 200

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