higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1390**(E)**(N28)H
NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

28 November 2016 (X-Paper)
09:00–12:00

This question paper consists of 5 pages and an addendum of 2 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. Start each question on a NEW page.
5. Answer ALL the questions within the practical context of the given situation.
6. Neatness, style and layout of answers are important.
7. Write neatly and legibly.

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QUESTION 1

1.1 Analyse the case study on the ADDENDUM (attached) with reference to the SEVEN key elements of a public relations programme. Use each key element as a heading for your answer. (7 × 2 + 26) (40)

1.2 Name and discuss FIVE personal qualities that a public relations practitioner should possess. (5 × 2) (10)
[50]

QUESTION 2

2.1 Public relations, compared to other professions, is a relatively new field.

Explain FIVE reasons for the modern development of public relations. (5 × 2) (10)

2.2 During the Pizza Hut launch, you receive a complaint from one of the delegates.

Briefly explain the FIVE guidelines you would follow to solve the complaint. (5 × 2) (10)

2.3 Name FIVE objectives of communication. (5)

2.4 It is important for the public relations practitioner to know that different communication styles must be used on different occasions.

Name FIVE communication styles. (5)

2.5 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.5.1–2.5.10) in the ANSWER BOOK.

2.5.1 In Western cultures, it is a sign of respect to cast the eyes downward.

2.5.2 Observant Jewish people avoid eating anything that contains blood, fat, mixing of meat and milk, pork and shellfish.

2.5.3 In Africa and India, it is essential to be on time for work, meetings and functions.

2.5.4 In Eastern countries, black is considered a colour of mourning.

2.5.5 In some black cultures, the cat is a sign of witchcraft while in Western cultures it is a pampered pet.

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2.5.6 The British are amongst those cultures who love to gesture with their hands.

2.5.7 In the Far East, the acceptable form of greeting is to shake hands.

2.5.8 Black cultures and the Chinese and Japanese have a small intimate zone, and invading someone's social zone can lead to feelings of intrusion and even rage.

2.5.9 Black cultures talk at a high volume in order to include everyone in the conversation.

2.5.10 The Thai people believe that the more formally one is dressed, the more respect you show.

(10 × 1) (10)

2.6 Name TEN internal communication tools that you can use to provide information to employees. (10)
[50]

QUESTION 3

3.1 Name FIVE different newspaper categories and give ONE example of each.
(5 × 2) (10)

3.2 When choosing a medium to reach the target audience, there are certain factors that you must consider.

Name and discuss FIVE factors to consider when choosing appropriate media. (5 × 2) (10)

3.3 After the Pizza Hut event, you are asked to file the photographs taken during the function.

Explain how damage can be avoided during handling and filing of the photos.
(5 × 2) (10)

3.4 Name the items (content) that are found in:

3.4.1 Normal press kit (3)

3.4.2 Special occasion press kit (7)

3.5 The main tool of communication with stakeholders and the financial public is the annual report.

List TEN items that should be included in the annual report. (10)
[50]

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QUESTION 4

4.1 Briefly explain the difference between:

4.4.1 Sponsorship

4.4.1 Donation

(2 × 2) (4)

4.2 Name and discuss EIGHT ways in which a public relations practitioner can achieve good press relations with the media. (8 × 2) (16)

4.3 List TEN categories of organisational material on which a logo can be printed. (10)

4.4 As part of Pizza Hut's launch, they also introduced their new logo.

Briefly explain the FIVE steps in the design process that you as the public relations practitioner would have followed in creating the new corporate identity. (5 × 2) (10)

4.5 During the initial meeting with the designer, you had to discuss the logo that your organisation requires.

State FIVE characteristics of a good logo that you and the designer would have agreed upon. (5 × 2) (10)

[50]

TOTAL: 200

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ADDENDUM

Global brand Pizza Hut teams up with Verve! to satisfy the local South African palate

Issued by: Verve | 16 Mar 2015 12:24

The world's biggest pizza brand was coming to a pozi near you and Verve! Wanted to do something lekker to announce the arrival. Verve's PR launch strategy: get the story out with an online news agency exclusive, take advantage of a very short window of opportunity across all channels (press, online, TV and radio). And then use the exposure to win the hearts of pizza lovers and investors across the country.

The launch took place on 14 March 2015 at the new Honeydew branch - a day before the opening to the public - and was divided into two parts. Verve! started the launch day with an exclusive with Bloomberg Online. The story broke at 10 am, coinciding with the business media event.

The business event comprised a presentation, store tour and networking opportunity with Randall Blackford, General Manager Pizza Hut Africa and key spokespeople from YUM! Brands. Whilst the event occurred, press releases were sent to non-attendees.

The second part of the launch was a consumer media focused event in the afternoon. This landed the 'Local Is Lekker' message across all touch points; from the use of localisms in presentations, to the Mzansi decor, SA flag pizzas on arrival, and lastly the 'Local is Lekker' Pizza Hut cook-off between MC's, Poppy Ntshangwana and Chris Forrest which drove home the localised menu offering. The choice of MC's was determined by the fact that both are Honeydew residents, a reinforcement of the community messaging.

A performance by CSI beneficiary - the MES Joshua Program - also demonstrated Pizza Hut's commitment to play an active role in the local community.

The event included store tours and networking opportunities with the Pizza Hut team. An Instagram bar drove social media, engagement and endorsement. Great content was generated across Twitter, Instagram and Facebook. Guests left with a full press kit and fresh pizzas.

Post event, for over a week, personalised pizza boxes were 'freshly delivered' to key opinion formers to further ignite the conversation and generate hype on social media. Communication was tailored to drive Pizza Hut's POD. Visuals of celebrities were shared on social media; many tweeted, re-tweeted and celebrities started shouting out for their own pizza boxes.

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Outcome
The strategy worked incredibly well. To date Verve! has achieved over R16 m in PR value. Randall Blackford, General Manager Pizza Hut Africa, said, 'We would have loved to get 50-100 pieces of coverage, but never in our dreams expected the massive 150+ pieces of coverage we received. We mainly wanted to connect with consumers, and let them know there was a new player in town. We were absolutely thrilled with the coverage Verve! got.'

Blackford continued, 'From a business perspective, we needed to launch the first store with a lot of excitement so the whole community (consumers, franchisees and real estate leaders) would be excited about the brand. We were delighted to launch with more than double our expected sales.'

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