higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

26 NOVEMBER 2018

This marking guideline consists of 9 pages.

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QUESTION 1

2 marks for heading (in correct order) + 26 marks as indicated.

1.1 A Define the situation/situation analysis✓✓
- This is a one off projects to promote the inform students of the new policy.
- Students must indicate where the activity is taking place
- False Bay College must be indicated and
- When the proposed activity is taking place (4 + 2) (6)

B Set objectives✓✓
- To ensure students are aware of the new policy
- To inform students of the new year mark requirement
- To inform students of the 80% attendance requirement

(Any relevant answer) (3 + 2) (5)

C Identify stakeholders/target group✓✓
- Employees
- Students
- Employees
- Speakers
- Community
- Government officials (Any relevant answer) (3 + 2) (5)

D Develop the message✓✓
Any reasonable answer

E Plan of action/activities✓✓
- Printing of policies
- Preparation of venue
- Set up of sound system
- Presentation to the students
- Guest speakers/motivational speakers
- Security
- Caterers (Any suitable promotional activities) (6 + 2) (8)

F Determine budget✓✓
- Labour costs
- Admin costs
- Printing costs
- General costs
- Promotion costs
- Hiring of venue
- 10% contingency (Any relevant answer) (6 + 2) (8)

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G Feedback and evaluation✓✓
- Amount of publicity
- General feedback
- Radio and television broadcast returns
- Attendance
- Increase in student attendance
- Enquiries (6 + 2) (8)

1.2
- Planning of PR programmes/projects
- Relationships
- Writing and editing
- Production
- Speaking
- Research
- Special events (Any 5 × 1) (5)

1.3
- AIDS awareness
- Safe housing
- Environmental awareness
- Entrepreneurial image
- Relationships
- Crime prevention
- Education (Any 5 × 1) (5)

[50]

QUESTION 2

2.1
- Promotes a self-help culture as people help each other
- Functions as a support system where people share skills
- Provides professional contacts, role models
- Provides information about opportunities, training and resources
- Provides a feeling of belonging
- Increases individual exposure
- Members exchange helpful material (Any 5 × 2) (10)

2.2
- Effective writing skills (letters, reports)
- Good persuasive linguistic skills
- Effective problem-solving skills
- Effective decision-making skills
- Good interpersonal skills
- Highly developed organisational skills (Any 5 × 1) (5)

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2.3
- Acknowledge the student, be calm and friendly
- Apologise
- Get clarity regarding the problem/find out if valid
- Take responsibility for actions and try to achieve expectancies and more
- If it was the student's fault, handle with tact
- Make sure student is happy
- Keep a journal – will help that problem doesn't occur again
- Follow up call – if necessary
- Listen to student – don't interrupt
- Find out exactly what student wants (Any 5 × 1) (5)

2.4
- Induction programmes
- Training manuals
- Bulletin boards
- House journals
- Annual reports
- Meeting and forum discussion
- Seminars
- Suggestion schemes
- Grapevine
- Video, slides or films
- Reading racks
- Closed circuit television
- Notice boards
- Product exhibitions
- Public address system
- Open days
- Service awards
- Social functions
- Pay cheque inserts
- Information racks
- Teleconferencing (Any 5 × 1) (5)

2.5
- To create an awareness of the company's goals
- To help employees be familiar with the job and the company
- To help realise that personal success and the company's success is bound together.
- To help employees realise that their job is important, as the products or services that the company provides are beneficial to society and thus raise productivity.
- To create awareness that staff are ambassadors, both on and off the job.
- To ensure that staff are fully informed about all developments in the organisation. (Any 5 × 2) (10)

2.6
- Using plain clear language
- Consider your target audience
- Choose the appropriate communication tool
- Obtain feedback
- Be sensitive to cultural backgrounds (5)

2.7 2.7.1 A secretary submitting a report to a manager outside of her department.

2.7.2 Two secretaries sharing information about a meeting to be held.

2.7.3 An employee submitting a report to his manager.

2.7.4 A manager instructing his employees to attend a meeting.

2.7.5 Two colleagues discussing the sports results at the watercooler.

(Any appropriate example) (5 × 2) (10)
[50]

QUESTION 3

3.1 Body Posture✓ (✓for naming and ✓✓ for examples)
- Western – stand to show respect
- African – sit down to show respect
- East – bow

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

Facial expressions✓
- Smile – Japanese se to mask feelings
- West – show joy
- Africa – can show wonder, embarrassment, surprise

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

Personal space✓
- Differs per culture
- Americans/African closer than British

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 5 × 3) (15)

3.2
- Speak in a natural tone
- Speak clearly
- Don't speak fast
- Change tempo by pausing and lengthening your speech
- Have a 'smile' on your face
- High pitch voice is shrill and unpleasant a lower pitch more audible

(Any 5 × 1) (5)

3.3
- Women – Sarie, Rooi Rose, Fair lady, Cosmopolitan, Marie Claire
- Men – GQ, FHM
- Youth– Talk, YoungTime, Top 40
- Financial– Financial Mail, Financial Week, Finansies en Tegniek
- Farmers– Farmers Weekly, Landbou Weekblad
- Entertainment– VideoScene, Top 40 Music
- Professional – Career Success, Management Today
- Hobbyist– any appropriate title (Any 5 × 2) (10)

3.4
- The nature of the product/service
- The nature of the target audience
- The medium used by the target audience
- The reach of the medium
- The frequency of the medium
- Timing (6)

3.5
- Printed media
- Audio-visual media (multimedia)
- Audio media
- Electronic media
- Outdoor media (Any 4 × 1) (4)

3.6
- Paper size – white A4
- Headings – clearly marked press release
- Title – CAPS- type in capitals
- Space – 40mm between heading and title
- Underlining – do not underline
- Margins – at least 40m on either side of paper
- Spacing – double line spacing
- One side – type one side only
- Subheading – if lengthy
- Cues – 'more' at bottom of each relevant page/END on last page
- Continuous pages – number each page
- Names of people – use titles
- Embargo or time limit – state date and reason. Release date
- House style – ascertain and use (Any 5 × 2) (10)

[50]

QUESTION 4

4.1
- Conference room must be prepared in advance
- Press kits with necessary information placed in folders
- Choose date and time which does not coincide with other important news events
- Suitable place to accommodate people involved
- Confirm with media representatives a day in advance
- Telephonic invitation or written invitations to the media to be made a week or two in advance
- Time, time limits or deadlines must be taken into account
- Copies of spokesperson's speech should be made available to representatives
- Identification labels for media representatives must be prepared
- Ensure names and labels are spelt correctly
- At conclusion – media representatives could meet organisation representatives (Any 5 × 2) (10)

4.2
- Honesty
- Empathy
- Courtesy
- Helpfulness
- Goodwill
- Reliability
- Professionalism (Any 4 × 1) (4)

4.3
- Draw up a list of the media with whom you will communicate.
- Always send a media release to the relevant editor.
- Write several different types of press releases for different publications.
- Editors look for fresh, newsworthy articles
- Editors resist plugs.
- If you send the same information to several newspapers, suggest different angles.
- Decide who the most important target audience for a particular story.
- All information must be truthful and factual; otherwise that representative will not trust you.
- Never state 'no comment' when approached by reporters as people assume you have something to hide.
- Send any news that is relevant to the pertinent editor, even if it has nothing to do with your company. (Any 6 × 1) (6)

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4.4 4.4.1
- Clients determine the long term future of the organisation.
- Good service leads to consumer loyalty, an increase in market share, higher levels of employee satisfaction and ultimately, higher profits.
- Satisfied customers will insist on the same brand in future.
- Consumers have formed powerful groups worldwide. (3)

4.4.2
- Suppliers will supply products and services that an organisation needs.
- The goods/services supplied need to be of a high quality, be supplied regularly and be on time. (2)

4.4.3
- Local councils are concerned about the activities of organisations in their areas, their planning, applications, the pollution they cause and whether they observe the various safety, hygiene and weights and measures regulations.
- Central government passes laws that affect the company: import and export, foreign exchange, patents and so forth.
- The government's positive endorsement adds to the organisational image. (3)

4.4.4
- Shareholders supply the capital that the company needs to run its business.
- The company has to act in a stewardship capacity to the shareholders. (2)

4.5
- Consumers will patronise organisations with a good reputation. They trust companies that offer money back guarantees and companies with an extensive responsibility programme.
- Consumers are likely to pay more and buy new products from a trusted company.
- Shareholders will invest in a company with a good reputation.
- Banks and suppliers will grant credit to a company with a good image.
- Employees will gain job satisfaction. This results in greater productivity, greater service orientation and ultimately greater profits.
- The economy will be stimulated and jobs will be created. (Any 5 × 2) (10)

4.6 4.6.1
- The colour must be suitable for the content.
- The design must be balanced but not necessarily symmetrical.
- The style must be up-to-date.
- Logo must be suitable for the company.
- It must be unique.
- It must be memorable. (Any 5 × 1) (5)

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4.6.2
- Stationery (letterheads, envelopes, business cards, etc.)
- Literature (brochures, pamphlets, catalogues, etc.)
- Transportation (cars, labels, paper bags, etc.)
- Architecture (external and internal design of lobby, offices, showrooms, etc.)
- Signs (directional signs, signboards, etc.)
- Marketing & sales material (sales manual, trade and business magazines, corporate uniform, booklets, etc.)
- Employee relations (policy documents, staff and safety manual, etc.)
- Dining accessories (cups, saucers, plates, ashtrays, etc.)
- Operational material (sales slip, cheque books, credit cards etc.)
- Clothing (uniforms, overalls, pocket and lapel badges, etc.)
- Gifts (Calendars, ties, cufflinks, water bottles, etc.) (Any 5 × 1) (5)

[50]

TOTAL: 200

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