higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1410**(E)**(N26)H

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

26 November 2018 (X-Paper)
09:00–12:00

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. Neatness, style and layout of answers are important.
4. Start each question on a NEW page.
5. Number the answers according to the numbering system used in this question paper.
6. Note the mark allocation in this question paper.
7. Answer all the questions within the practical context of the given situation.
8. Write neatly and legibly.

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QUESTION 1

1.1 The Department of Higher Education and Training recently issued a policy whereby students are required to obtain a pass year mark and 80% attendance to qualify for the examination. As the Public Relations Practitioner for False Bay College, you are required to inform students of the recent developments.

Plan a Public Relations Programme using the SEVEN key elements to present to the new information to the students of your College.

(14 + 26) (40)

1.2 Name FIVE tasks of the public relations practitioner. (5)

1.3 Name FIVE areas where public relations can play a meaningful role. (5)

[50]

QUESTION 2

2.1 Networking is an important business practice consisting of building professional contacts in the business world.

Discuss FIVE advantages of networking. (5 × 2) (10)

2.2 A public relations practitioner requires a diverse set of skills.

Name FIVE skills and abilities a public relations practitioner should have. (5)

2.3 One of the students, who attended your public relations programme, visits your office to complain about a security guard that mistreated him during the event.

Briefly explain how you would deal with this complaint. (5)

2.4 Which FIVE internal communication techniques would you use to inform staff members of the new DHET policy? (5)

2.5 Discuss FIVE objectives of internal public relations communication. (5 × 2) (10)

2.6 What principles should you keep in mind when communicating with employees? (5)

2.7 Give a brief example for each of the following terms:

2.7.1 Diagonal communication

2.7.2 Horizontal communication

2.7.3 Formal communication

2.7.4 Downward communication

2.7.5 Informal communication

(5 × 2) (10)

[50]

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QUESTION 3

3.1 One of your students is chosen to represent South Africa during an international student exchange programme. The student will be studying overseas for the next two years.

Name and give appropriate examples of cross-cultural non-verbal communication that the student should keep in mind during her visit overseas. (5 × 3) (15)

3.2 One of the tasks of the public relations practitioner is to train new staff of the organisation. Suzy, who is a new secretary, is extremely willing but not very experienced.

Give Suzy some tips regarding the correct voice technique to use when answering telephones. (5)

3.3 Name FIVE types of specialised magazines and give an example of each. (5 × 2) (10)

3.4 Name SIX factors that you should keep in mind when choosing appropriate media. (6)

3.5 What are the FOUR broad categories of mass media? (4)

3.6 Before the launch of your public relations campaign, you decide to send out a press release to inform the public of the event.

Name and discuss FIVE layout factors that you should keep in mind when preparing the press release. (5 × 2) (10)

[50]

QUESTION 4

4.1 Discuss FIVE guidelines that you would keep in mind when preparing for a press conference. (5 × 2) (10)

4.2 Name FOUR factors that influence our relationships with stakeholders. (4)

4.3 How can we maintain a good relationship with the media? Name six ways. (6)

4.4 There is a condition of mutual dependency between organisations and their stakeholders. Why do you think the following stakeholders are important?

4.4.1 Customers/clients (3)

4.4.2 Suppliers (2)

4.4.3 The Government (3)

4.4.4 Shareholders (2)

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4.5 Name FIVE advantages which a company with a good corporate image will have? (5 × 2) (10)

4.6 You are asked by your chief executive officer (CEO) to re-design the company's corporate logo, because it is old and outdated.

4.6.1 Which FIVE principles of design would you keep in mind when designing the new logo?

4.6.2 Give FIVE examples of items on which the new logo can be printed.

(2 × 5) (10)
[50]

TOTAL: 200

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