higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

13 October 2020

This marking guideline consists of 8 pages.

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QUESTION 1

1.1 **Define the situation/Situation analysis✓✓**

- World Choir Games
- Event will take place in Tshwane, South Africa
- Indicate organiser (Interkultur and African Cultural Development Foundation)
- Date and time when the event is taking place (4–14 July 2019)
- Once-off event

Set objectives✓✓

- To celebrate different cultures through music
- To compete in competitions
- To commemorate the birth of Nelson Mandela (Any relevant TWO)

Identify stakeholders/target group✓✓

- Interkultur
- African Cultural Development Foundation
- Tshwane Municipality
- Sponsors
- Businesses and industries
- Community
- Choirs
- Conductors
- Government
- Any reasonable stakeholder (Any FOUR)

Develop the message✓✓ (Any relevant TWO)

Plan of action/activities✓✓

- Printing promotional material (T-shirts, caps, etc.)
- Programmes
- Workshops and seminars
- Opening and closing ceremonies
- Advertising in media
- Artists at events
- Caterers
- Any suitable promotional activities (Any FIVE)

Determine budget✓✓

- Labour
- Travel costs
- Admin costs
- Overhead costs
- Hiring costs – venues for events
- Promotional costs – press releases, printing promotional materials
- 10% contingency (Any FOUR)

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Feedback and evaluation:✓✓

- Amount of publicity
- General feedback
- Radio and television broadcast returns
- Attendance
- Sales (Any relevant FOUR) (40)

1.2 Public relations is the management✓ of perceptions✓ and strategic relationships✓ between an organisation✓ and its internal and external stakeholders✓ through communication.✓ (6)

1.3
- Marketing communication
- Market research
- Introduction of products or services
- Sponsorships
- Packaging, presentation and product utility
- Consumer education
- Consumer complaints (Any 4 × 1) (4)

[50]

QUESTION 2

2.1
- Wear neat, tailored suits and simple styles that look professional.
- Do not wear clothes that are unsuitable for the situation (such as casual wear for a meeting).
- Wear clothes that suit your figure, style and personality.
- Make-up should be subtle, natural and not overdone.
- Regarding hair and nails a person should always be neat, clean and well groomed.
- Jewellery should be tasteful and limited to the essentials.
- Wear suitable shoes with neat heels. (Any 5 × 2) (10)

2.2
- Provides a system of mutual support for members
- Compares how other organisations solve similar problems
- Exchanges helpful material
- Promotes a self-help culture as people help each other
- Provides professional contacts, role models and introductions
- Provides information on opportunities, training and resources
- Provides a feeling of belonging
- Increases individuals' exposure, reputation and may improve professional image (Any 5 × 2) (10)

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2.3

- **Induction programmes:**
  - Inform new members about working conditions
  - Lay effective basis for interpersonal communication
- **Training manuals:**
  - Contain all information employees need to know
- **Bulletin boards:**
  - Updated regularly
  - Attractive and not 'tired'
  - Contain news, instructions, photographs
- **House journals:**
  - Contain reports of the organisation's managers
  - Personal news/achievements
  - Aim to strengthen relations between management
  - Published monthly or weekly in the case of large organisations
- **Annual reports:**
  - Simplified version of annual report
  - Available to all employees
  - Contains financial status/operational development
  - Future plans, social involvement, training programmes
- **Meetings:**
  - Direct interpersonal interaction with a free flow of information
  - Discuss any relevant matters
- **Seminars:**
  - Exchange of information between management and supervisors is helpful
  - E.g. exchange between marketing and PR personnel regarding market research
- **Suggestion boxes:**
  - Employees are invited to post suggestions, e.g. increased productivity, saving costs
  - Prominent position
- **Grapevine:**
  - Informal communication
  - Used constructively or destructively
- **Closed circuit television:**
  - Used during training/induction/open days
- **Reading racks:**
  - Organisation booklets, brochures, pamphlets
  - Inexpensive
- **Videos, slides and films:**
  - Used in training/induction programmes
  - Regarding services, products, safety, procedures and benefits
  - Some companies produce a staff video as well as a staff journal

(Any 5 × 2) (10)

2.4
- Use plain, clear language.
- Consider your target audience.
- Choose the appropriate communication tool.
- Obtain feedback.
- Be sensitive to cultural backgrounds. (5)

2.5
2.5.1 Grapevine
2.5.2 Upward communication
2.5.3 Diagonal communication
2.5.4 Formal communication
2.5.5 Downward communication

(5 × 1) (5)

2.6
- Controlling style: The leader makes all the decisions.
- Egalitarian style: The communicator stresses employee participation in problem solving and allows some influence on the decision-making process.
- Structural style: Systematic style that tries to provide a structure for purposeful action. Members are assigned specific tasks and clear directives with deadlines.
- Dynamic style: Unfiltered and concise, giving clear directions with the objective of spurring others into action.
- Relinquishing style: Relinquish the communicator's opinions.
- Withdrawal style: The communicator tries not to express an opinion and has a neutral stance. (Any 5 × 2) (10)

[50]

QUESTION 3

3.1
- Answer the phone as soon as it rings.
- Say 'Good morning or afternoon'.
- Give the name of the organisation.
- Give your name.
- If the caller must be transferred, check that he/she has indeed gone through. (5)

3.2
- Openness
- Active listening skills
- Integrity
- Objectivity
- Patience
- Skills
- Experience
- Preparedness
- Confidence
- Respectful/Diplomatic
- Articulate
- Bold
- Direct
- Perceptive
- Unemotional (Any 5 × 1) (5)

3.3 **Body posture**

- Western – stand to show respect
- Africa – sit down to show respect
- East – bow

Hand gestures

- Used extensively in South Europe/Middle East
- Western Europeans more conservation

Facial expressions (smile)

- East – mask feelings
- West – show joy
- Africa –show wonder, embarrassment, surprise

Eye contact

- West – no eye contact implies dishonesty
- Africa – avoid eye contact to show respect

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

Personal space

- Differs per culture
- Americans/Africans closer than British (Any 5 × 2) (10)

3.4

- National/Countrywide: Sunday Times, Sunday Tribune, Rapport
- Regional: Citi-vision, The Cape Times, Cape Argus, Die Burger, The Citizen, The Star, The Beeld, Ilanga
- Urban and suburban :Table Talk, Tygerburger, City Press
- Daily: Business Day, Citizen, Daily News, The Times, Cape Times, Cape Argus
- Morning: Cape Times
- Evening papers: Some papers publish three editions
- Sunday newspapers: Sunday Times, Rapport
- International: Evening Standard, New York Times (Any relevant 5 × 2) (10)

3.5 **Advantages**

- Attention-grabbing: visual and verbal senses
- Audiences addicted
- Entire family watches together
- Possible to target audiences through specific programmes

Disadvantages

- Costly medium
- Lengthy preparation of the programme
- Costly medium for the viewer (Any 5 × 2) (10)

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3.6

FEATURE ARTICLE	NEWS ARTICLE
• Planned • Longer • Exclusive • Writer's name published • First paragraph does not contain all information • Descriptive language • Permanent nature • Photographs • Source of reference	• Planned, dramatic or incidental • Only essential news (brief) • Published in more than one publication • Writer's name not generally published • First paragraph contains all relevant information • Brief and concise language • Short-lived

(5 + 5) (10)
[50]

QUESTION 4

4.1
- Corporate profile: products/Services the organisation deals in
- Financial highlights: income statement, balance sheet and ratios of debt equity
- Corporate goals: long- and short-term objectives
- Group structure: some companies publish photographs of the entire staff in the organogram
- Director's profiles: photographs and short biographies
- Chairman's statement: new products, any major management changes, acquisitions and disposals
- Review of departments: activities within each department
- Analysis of shareholders: contain the annual volume of shares trade
- Director's report: reports from different departments
- Notice of AGM: notice of annual general meeting (Any 5 × 2) (10)

4.2
- 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 news releases for different publications.
- Editors look for fresh, newsworthy articles.
- Editors resist plugs that are masked as advertisements for the company.
- If you send the same information to several newspapers, suggest different angles that each could take.
- Decide who the most important target audience for a particular story is.
- All the information supplied must be truthful and factual otherwise that representative will not trust you again.
- Never state 'no comment' when approached by reporters.
- Send any news that is relevant to the pertinent reporter, even if it has nothing to do with your company. (10)

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4.3
- Consumers will patronise organisations with a good reputation – they trust established companies that offer money-back guarantees and companies with an extensive social-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 resulting in greater productivity, greater service orientation and ultimately greater profits.
- The economy will be stimulated and jobs will be created. (Any 5 × 2) (10)

4.4
- The colour must be suitable for the content.
- The design must be balanced (although it does not need to be symmetrical).
- The style must be up to date (unless it is meant to be nostalgic).
- The logo must be suitable for the company.
- It must be unique.
- It must be memorable and instantly recognisable. (Any 5 × 2) (10)

4.5
- Stationery: letterheads, envelopes, business cards, purchase forms, reports, forms, statements, office memos
- Literature: brochures, pamphlets, catalogues, house journals, newsletters, annual reports
- Transportation: company cars, delivery vehicles, trucks
- Packaging materials: cartons, labels, paper bags, plastic containers and other material
- Architecture: lobbies, offices, showrooms and furnishings
- Signs: directional signs, signboards and decals
- Marketing and sales materials: manuals, magazines, corporate uniforms, booklets and direct mail
- Employee relations: policies, staff and safety manuals, house journals, nameplates
- Dining accessories: cups, saucers, plates, ashtrays, menus
- Operational materials: sales slips, chequebooks, credit cards, withdrawal and deposit slips, gift vouchers
- Clothing: uniforms, overalls, pocket and lapel badges, hats, backpacks
- Gifts: calendars, ties, cufflinks, water bottles, USB sticks (Any 10 × 1) (10)

[50]

TOTAL: 200

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