higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

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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 section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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QUESTION 1

Read the following press release carefully and answer the questions.

The World Choir Games – Tshwane 2018

The tenth World Choir Games, presented by Interkultur and the African Cultural Development Foundation, will be celebrated from 4–14 July 2018 in the City of Tshwane, South Africa.

Described as the world's largest international choir competition, the World Choir Games comes at a time when South Africa is commemorating the centenary of former President Nelson Mandela's birth. Madiba, who passed away on 5 December 2013, would have turned 100 on 18 July 2018.

Mr Ali Mpofu, a member of the local organising committee of Interkultur, says the competition presents a golden opportunity for choristers young and old to compete with their counterparts from around the world. Already over 21 000 singers have registered to compete in this competition and over 48 countries will be represented.

The World Choir Games invites all nonprofessional choirs globally to participate. The competition is divided into two categories, namely 'The Champions Competition' and 'The Open Competition'. These two competitions allow choirs the opportunity to participate at the appropriate level. There will also be a lot of friendly concerts and special surprise performances by renowned artists.

Choral music is arguably the greatest 'common denominator' among South African communities as it is widely loved and enjoys broad support and participation. It is a unifying activity, bringing together choristers from across the country's socioeconomic landscape, regardless of age, gender, education, religion, sexual orientation and social standing.

The World Choir Games will also offer workshops, seminars and open rehearsal sessions. During these workshops, choirs, conductors and individuals will be introduced to international choral literature, singing styles and performance practices.

Amidst all the excitement of the World Choir Games, do not miss the World Choir Village where you can eat, sing, shop and socialise with choirs from around the world. There is space for 1 000 people and an open stage where anybody or any choir can perform at any time.

The Sun Arena will host both the opening and closing ceremonies on 4 and 14 July respectively.

[Adapted from: *www.tshwane2018.org*]

1.1 Plan a public-relations programme around the World Choir Games using the SEVEN key elements of a public-relations programme. Use each key element as a discussion heading for the answer. (7 × 2) + 26 (40)

1.2 Define *public relations* according to PRISA. (6)

1.3 List FOUR areas in marketing where public relations can play a meaningful role. (4)

[50]

QUESTION 2

2.1 Which FIVE aspects regarding dress code should public-relations practitioners keep in mind? (5 × 2) (10)

2.2 Give FIVE advantages of networking. (5 × 2) (10)

2.3 List and briefly explain FIVE instruments of internal communication. (5 × 2) (10)

2.4 State FIVE principles of employee communication. (5)

2.5 Give ONE term for each of the following descriptions by writing it next to the question number (2.5.1–2.5.5) in the ANSWER BOOK.

2.5.1 Unofficial communication channel where messages are spread through rumours or hearsay

2.5.2 Messages sent through completed work, reports, queries or suggestions

2.5.3 Secretary submitting a report to a manager in another department

2.5.4 Messages sent through official channels of communication

2.5.5 Communicating the goals, vision, mission and regulations of the company

(5 × 1) (5)

2.6 List and explain FIVE communication styles. (5 × 2) (10)

[50]

QUESTION 3

3.1 During the World Choir Games, Interkultur will set up a command centre from where all activities can be monitored. Volunteers were recruited to handle all calls relating to enquires about the event.

Explain to the volunteers the best way to answer a telephone. (5)

3.2 List FIVE personal attributes of successful negotiators. (5)

3.3 List FIVE cross-cultural nonverbal communication methods to observe during the World Choir Games and give ONE example of each. (5 × 2) (10)

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

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3.5 Discuss the characteristics of television media by referring to its advantages and disadvantages. (5 × 2) (10)

3.6 Tabulate the differences between *feature articles* and *news articles*. (5 + 5) (10)
[50]

QUESTION 4

4.1 Name and explain FIVE items that will appear on Interkultur's annual report. (5 × 2) (10)

4.2 How can you maintain good relations with the media outlets from 48 countries during the World Choir Games? (10)

4.3 Give FIVE advantages of having a good corporate image. (5 × 2) (10)

4.4 What must be kept in mind when developing a new logo for the World Choir Games? (5 × 2) (10)

4.5 Name 10 items on which the new World Choir Games logo can be printed. (10)
[50]

TOTAL: 200

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