higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

PUBLIC RELATIONS N6

3 JUNE 2016

This marking guideline consists of 8 pages.

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QUESTION 1

1.1 1.1.1 There is a show at Randfontein. The show will run from 4 to 8 March 2015. (2)

1.1.2
- To launch new products, increase market share and competitive edge.
- Build database of prospects for post-show sales and direct marketing campaigns.
- Enhance image, identity and expertise of particular market sectors by 'putting up a strong showing'.
- Provide market research opportunity as the organisation is able to determine the market reaction to products or services.
- Provide wide exposure in a short period of time as thousands of people usually visit these events. (Any 2 x 2) (4)

1.1.3
- Visitors
- Artists
- Companies (Any 2 x 1) (2)

1.1.4 'Randfontein Show tickets cheaper in 2015'
'The 2015 Randfontein Show will have so much to offer' (1 x 2) (2)

1.1.5
- Booking of artists
- Inviting sponsors
- Selling of tickets
- Hire of venue or facilities
- Advertising the show (Any 4 x 1) (4)

1.1.7
- Promotions/advertisements/pamphlets
- Staff transport and administrative expenses
- On-site entertaining and refreshments
- Security services and insurance
- 10% for contingencies (Any 4 x 1) (4)

1.1.7
- Attendance
- Media coverage/Amount of publicity
- Review meetings
- Feedback from visitors (Any 2 x 1) (2)

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1.2

A
- The date of the event must not clash with other events.
- Answer – 4 to 8 March 2015 chosen for the Randfontein Show.

B
- Site tour or specific event activities – important guests should be met personally and enjoy special treatment.
- Music entertainment
- Monster trucks and food demonstrations by well-known Kokkerdore.
- The WWP wrestlers and Boerbul show.

C
- Show coordinator Marcelle Mans
- Websites and facebook page.

D
- A well detailed schedule should be drawn up well in advance to ensure that sufficient trained staff is available to man the stand.

E
- The organiser usually provides general security for indoor and outdoor exhibitions areas. (5 x 2) (10)

1.3
- Public
- Private
- Mobile
- Special
- Permanent
- Trade Shows
- Portable (Any 5 x 2) (10)

1.4
- To inform target groups of newsworthy events.
- To educate target groups about matters of current interest.
- To create publicity for an organisation.
- To advertise products or services.
- To render a service by providing educational information to the general public.
- To entertain audiences. (Any 5 x 2) (10)

[50]

QUESTION 2

2.1
- Lithography
- Photogravure
- Letterpress or relief printing
- Screen printing
- Flexography
- Foil printing
- Digital printing
- Reprographics
- Thermography (Any 5 x 2) (10)

2.2
- Printed method, e.g. lithography
- Quality of paper e.g. 80 cartridge paper
- Size and number of pages e.g. A4 x 100 pages
- Letter size and letter types e.g. 12 point letter.
- Size in Roman letter type.
- Amount and run-on price e.g. 100 copies
- Frequency of publication and dates of publication e.g. daily, weekly or once.
- The colour required on different pages e.g. one, two, or three, full colour.
- Binding e.g. sadle stitching
- Preparation of illustration and photographs.
- Where and how the printing job is to be delivered.
- Insertion in the publication.
- The proposed time schedule for supplying (copy and make-up) (Any 5 x 2) (10)

2.3
- Printed media e.g. newspaper, magazines
- Electronic media e.g. internet, cell phones
- Audio-visual media e.g. television, videos and films
- Special events e.g. exhibitions, seminars, sponsorship and receptions
- Outdoor media e.g. posters, banners and electronic billboards
- Mobile media and social media, e.g. digital cameras, iPods, laptops

(Any 5 x 2) (10)

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2.4
- Attention can be attracted by a colourful picture or an interesting question.
- Interest should be roused by an informative illustration/photograph or statement.
- Desire can be stimulated by emphasising specific needs and promising to satisfy them.
- Credibility can be gained by stating advantages and offering proof of how needs have been satisfied.
- Action must be evoked. The ad should urge the consumer to take action
- Satisfaction: proof of how the product/service satisfies needs.
- Language and style: must be understandable and acceptable to people in general.
- Brand names should be clearly identifiable.
- Specific target market advertisements should be aimed at the individual and not the masses.
- Honesty is important in ads. Unfair claims are unethical, like telling people they can lose 5 kilos in 5 days and still eat as much as they want to.
- Simplicity is important for immediate and easy understanding of the message. (Any 10 x 2) (20)

[50]

QUESTION 3

3.1 Step 1: Seeking ideas
Step 2: Copy writing
Step 3: Visualisation
Step 4: Copy layout
Step 5: Production
Step 6: Choice of suitable media (Any 5 x 2) (10)

3.2
- Humoristic approach
- Terrifying approach
- Slice-of-life approach
- Comparative approach
- Fantasy approach
- Testimonial advertisements
- Slogans and jingles
- Motivational approach
- Emotional approach
- Rational approach (Any 5 x 2) (10)

3.3
- Objective
- Location
- Venue size
- Seating
- Meeting
- Duration
- Accommodation
- Accessible
- Equipment
- Suitable catering (Any 5 x 2) (10)

3.4
- A crisis always presents itself unexpected.
- A crisis threatens the future expectation and existence of an organisation.
- A crisis develops at an ever-increasing rate of destruction.
- A crisis wrecks havoc with the financial reserves of a company.
- A crisis has to be brought under control as soon as possible by applying sound management skills and execution of a crisis plan. (5 x 2) (10)

3.5
- Define the objective.
- Analyse the target group.
- Draw up a program.
- Review your progress.
- Select a suitable approach and style of presentation. (5 x 2) (10)

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QUESTION 4

4.1
- Product-related deaths
- Product under performance
- Negligence
- Environmental concerns
- Consumer boycotts
- Natural problems
- Fraud or direct dishonesty
- Business mismanagement
- Perceived unfair labour practices (10 x 1) (10)

4.2
- Research can help the PRP to change objectives and strategies for the PR programme.
- Insight into the attitudes and needs of target groups can prevent launching unsuitable projects.
- Saving costs as inefficient communication media can be eliminated.
- Can ensure that current policy is acceptable to internal and external target groups.
- Enables target groups to convey their opinions and attitudes to management.
- Helps to identify problem areas and gaps in time.
- Suggestions and recommendations can help to improved services or products.
- Research can provide valid information for PR projects or advertising needs. (Any 5 x 2) (10)

4.3
- Engen has employee community partnership projects that focus on pre-primary, primary and secondary schools.
- Housing projects
- Various South African businesses and the government have funded housing projects.
- Welfare
- Engen supports for example soup kitchens and charity organisations.
- Health
- ABSA and other businesses have aids prevention programmes for employees and communities.
- Community Development and Empowerment
- Sasol, Sanlam, etc. play a major role in this area.
- Small Business Development
- Sanlam sponsorship the entrepreneur of the year.
- Arts and Culture
- ABSA sponsors the ABSA alert art competition that provides a platform emerging artists.
- Environmental Conservation
- Pick ‘n Pay sponsors various facts sheets. That focus on various green topics like waste management, pollution, soil erosion etc. (Any 5 x 2) (10)

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4.4
- Sponsor's objective, e.g wants to promote image and public relations
- Direct and indirect costs of sponsorship
- The type or nature of sponsorship
- Who is the controlling body (national and provincial)?
- Who are the participants of the sponsorship?
- Are the controlling officials professional?
- Who is the audience or spectators?
- What is the degree of media interest?
- Does the sponsorship offer opportunity to establish new contacts and to recruit new business?
- Can the organisation commit itself to the sponsorship for a long term or not?
- Is the sponsorship compatible with the organisation's products/services?
- Must specific government regulations be considered? (Any 5 x 2) (10)

4.5
- Fundraising is begging.
- Let the government fund it.
- Fundraising has reached saturation point.
- You can ask a donor too often.
- Everyone will give R50.
- You get major gifts by letter.
- You can't ask someone for a bequest!
- Fundraising is just another business!
- Fundraising should be low cost or NO COST!
- But I give my time! (10 x 1) (10)

[50]

TOTAL: 200

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