higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1380**(E)**(J3)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

(5070046)

3 June 2016 (X-Paper)
9:00–12:00

This question paper consists of 5 pages.

GENERAL STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
PUBLIC RELATIONS N6
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. Write neatly and legibly.

GENERAL STUDIES

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QUESTION 1

Study the following case study and then answer the questions.

RANDFONTEIN SHOW TICKETS CHEAPER IN 2015

The 2015 Randfontein Show will have so much to offer that visitors will want to attend the big event more than once. The show will run from 4 to 8 March 2015.

'We are really going all out with entertainment for this year's show and have booked some of the country's top music artists such as *The Parlotones*, Elvis Blue, Juanita du Plesis, Robie Wessels, Karlien van Jaarsveld, Nicholis Louw, *Juba*, *Blackbyrd*, *Heuning*, Manie Jackson and Morgan Beatbox,' said show co-ordinator Marcelle Mans.

'Those artists will be performing in the main entertainment marquee on the A field. Some of the artists appearing in the Kuierskuur include country legend Lance James with Jason Bradley, Linda Lilian, *Gert Koevert*, *Die Kannie Warries Dansorkes*, *Tanya V*, Jennifer Zumudio, Jasmyn, *Black Tie Band*, Cordelia, Brouwer Malan, Dirk van der Westhuizen, Touch of Class, Zane B and Zandre,' Marcelle added.

'We have extended the show to trade on a Sunday for the first time in 29 years and so far new events include Monster Trucks and food demonstrations by well-known *Kokkedore*. We are also happy to welcome back the WWP wrestlers and Boerbul show.'

Show organisers decided to make the cheaper entrance tickets available earlier than usual and discounted tickets will sell at R55 each (adults) from 12 January to 3 March. These will be available from numerous ticket outlets in Randfontein, Krugersdorp, Westonaria, Carletonville and Foschville.

Tickets will also be sold at the Randfontein herald offices at the discounted rate. The complete list of outlets will be available on the show website: *www.randfonteininfo.co.za* and *facebook* page www.facebook.comlrandfontein.show or from the show office on 011 412 2878/1562 or email joy@randfonteininfo.co.za. Early bird tickets, also R55, will be available from computicket from 12 January to 3 March too. Visit their website for more details on *www.computicket.com*.

If you buy your entrance tickets at the entrance gates between 4 to 8 March, the following prices will apply:

- Adults: Wednesday and Thursday – R60; Friday – R70; Saturday and Sunday – R80
- Children: (6–12) R30
- Pensioners: (65 + Id as proof) R30
- Preschoolers: Free of charge

All live entertainment is included in the gate entry fee.

[*Randfontein Herald,* 16 January 2015]

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1.1.1	Define the situation in the case study.	(1 x 2)	(2)
1.1.2	State TWO objectives of this show.	(2 x 2)	(4)
1.1.3	Identify TWO target groups for this Randfontein Show.	(2 x 1)	(2)
1.1.4	What is the message that the Randfontein Show organisers are conveying?	(1 x 2)	(2)
1.1.5	Describe FOUR activities that are part of the show.	(4 x 1)	(4)
1.1.6	Name the FOUR elements which must be included in the budget.	(4 x 1)	(4)
1.1.7	Name TWO ways on how feedback and evaluation will be obtained.	(2 x 1)	(2)

1.2 Evaluate the case study according to the following steps of organising special events:

A Suitable date
B Site tour or specific event activities
C TWO publicity activities
D TWO tips for staff manning the stand
E Security services

(5 x 2) (10)

1.3 Name FIVE types of exhibitions. (5 x 2) (10)

1.4 State FIVE objectives of communication media. (5 x 2) (10)
[50]

QUESTION 2

2.1 Name FIVE printing methods the public relations practitioner (PRP) could use in printing. (5 x 2) (10)

2.2 Describe FIVE types of information required by the printer. (5 x 2) (10)

2.3 Name FIVE main categories of media and give an example of each. (5 x 2) (10)

2.4 Name and explain TEN requirements of good advertising. (10 x 2) (20)
[50]

GENERAL STUDIES

QUESTION 3

3.1	Name FIVE steps of formulating advertising messages.	(5 x 2)	(10)
3.2	Identify FIVE copy style approaches that a PRP can use when designing a publication.	(5 x 2)	(10)
3.3	Name FIVE criteria for identifying a venue.	(5 x 2)	(10)
3.4	Describe FIVE characteristics of crisis.	(5 x 2)	(10)
3.5	Name the first FIVE steps in planning an audio-visual program.	(5 x 2)	(10)
			[50]

QUESTION 4

4.1	List 10 fundamental categories of a crisis.	(10 x 1)	(10)
4.2	Discuss FIVE advantages of research.	(5 x 2)	(10)
4.3	Name and explain FIVE areas of corporate social investment.	(5 x 2)	(10)
4.4	Describe FIVE guidelines for considering a sponsorship.	(5 x 2)	(10)
4.5	Name TEN common myths about fundraising.	(10 x 1)	(10)
			[50]

TOTAL: 200

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