higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

7 JUNE 2018

This marking guideline consists of 6 pages.

Copyright reserved

QUESTION 1

1.1 1.1.1

- The advertiser has full control over the (paid-for) message all the way to the customer.
- The PR professional only has control until the message is released to the media gatekeepers who make decisions about whether to pass it to the audience and in which form if they do.

(1 + 1) (2)

1.1.2

- Consumers are informed about products and services as well as its costs and benefits. This can help consumers make better purchasing decisions.
- Competition is encouraged and prices can become more competitive.
- Manufacturers are forced to maintain a high standard.
- The advertisement carries the cost of the media, e.g. magazine.
- Advertising can lead to direct feedback from customers.
- Advertisements can help solve social problems by informing the public about issues such as family planning, environmental conservation or road safety. (Any 5 × 2) (10)

1.1.3

- Attention:✓ can be attracted by a colourful picture or an interesting question – 'Do you want to save money?' or 'Do you want to look like this?'✓
- Interest:✓ should be evoked by emphasising an informative illustration/photograph or statement, e.g. 'Yes, it is easy. We can help you save money.' or 'You can also look like this'.✓
- Desire:✓ can be stimulated by emphasising specific needs and promising to satisfy them. People have various needs, e.g. physiological, security, social, status and personal growth needs.✓
- Action:✓ must be evoked. The ad should urge the customer to take action. This can be done by offering coupons, order forms or free samples of cream or perfume.✓ (4 × 2) (8)

1.1.4 **Advantages**

- Provides realism, immediacy and lasting impressions
- Introduces new interests to viewers, which in turn stimulate back-up material
- Can reach specific target markets
- Can be recorded and reviewed again
- Geared mainly towards entertainment and advertising
- Most drastic and intimate mass medium
- Provides an instantaneous image of any event in the world
- Regarded as the world's major source of news and information
- Provides relatively cheap entertainment and relaxation in the comfort of one's own home
- Serves an educational purpose (Any relevant 3 × 2)

Copyright reserved

Disadvantages

- Messages are not always targeted at mass public – some may not be interested in the message
- Passive, asocial medium which does not always encourage involvement
- Incite susceptible viewers to violence by the continual telecasting of violent events or films
- Poor quality programmes (Any relevant 2 × 2) (10)

1.2 1.2.1
- Inform
- Persuade
- Promote (3 × 2) (6)

1.2.2
- Upward
- Vertical
- Downward (3 × 2) (6)

1.3 1.3.1 Audiovisual media
1.3.2 Printed media
1.3.3 Special events
1.3.4 Outdoor media

(4 × 2) (8)
[50]

QUESTION 2

2.1 Opportunity to exhibit specific products or services in a visual and convincing manner (3)

2.2
- Public: held in a public place, e.g. Rand Easter Show
- Private: held at the organisation's own or rented premises
- Mobile: taken from place to place via road or railway
- Portable: taken apart and transported to different places
- Permanent: permanently located on the organisation's premises
- Special: focus on the specific target groups (Any 6 × 2) (12)

2.3
- No defined objectives for the specific exhibition type
- Failure to establish visitor's identity and potential
- Lack of communication between staff and visitors
- Panic during opening as stand was not ready in time
- Uninformed staff and poor sales techniques
- Poor stand design for objectives and accessibility
- Exhibiting the right products at the wrong time (Any 2 × 2) (4)

2.4 2.4.1 Employees/Workers (all the people who work for a particular company) (2)

2.4.2 (a) Businesses may give back to their local community through community projects such as building schools or giving bursaries.

(b) Businesses may support their communities by funding housing projects, e.g. when fires destroy lives and homes in informal settlements, businesses may build houses for such communities.

(c) Companies such as Old Mutual have AIDS prevention and other health programmes for target groups.

(d) ABSA sponsors the ABSA Atelier Art Competition that provides a platform for emerging artists.

(e) The Mazda Wildlife Fund has since 1990 invested over 26 million into the fund for various projects critical to the survival of our planet.

(5 × 3) (15)

2.5
- 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 cannot ask someone for a bequest.
- Fundraising is just another business.
- Fundraising should be at low cost or NO cost.
- You get major gifts by letter.
- I give my time.

(5 × 2) (10)
[46]

QUESTION 3

3.1
- Define objectives.
- Analyse target groups.
- Compile a programme.
- Review progress.
- Select a suitable presentation style.
- Select presentation media.
- Edit presentation.

(7 × 2) (14)

3.2
- Prepare for a crisis before it happens.
- Develop and nurture allies before and during a crisis.
- Always be honest.
- Act quickly and decisively and take control.
- Do not deflect the blame.
- Make long-term sacrifices.
- Demonstrate and dramatize commitment.
- Be proactive during crises.
- Obtain neutral, informed and respected options.
- Be consistent in all actions. (Any 5 × 2) (10)

3.3
- 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 wreaks 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 × 2) (10)

3.4
- Sponsor's objectives and values
- Consistency
- Direct and indirect costs
- Type and nature of sponsorship
- Administrative sport body
- Government regulations
- Who are the participants in the sponsorship?
- Who are the audience or viewers of the sponsored event?
- What is the degree of media interest in the event?
- Does it provide for opportunity for new business?
- Is there opportunity for staff involvement?
- Is there enough time to make arrangements for sponsorship? (Any 5 × 2) (10)

3.5
- It reinforces the importance of projects in the eyes of key stakeholders like clients, investors, community and employees.
- A social responsibility programme can have a marketing advantage supporting awareness.
- The organisation can establish goodwill, which usually has long-term benefits.
- In future, a favourable influence can be exercised on the profit position of the business.
- If the organisation cares about the welfare of its employees, it creates a spirit of goodwill and the organisation tends to draw and keep good employees. (5 × 2) (10)

[54]

Copyright reserved

QUESTION 4

4.1
- Passion and energy
- Integrity
- Authenticity
- Politely persistent
- Sellers, not tellers
- Intuitive
- Intrinsic motivation
- Organised (Any 5 × 2) (10)

4.2
- Determine attitude/opinions or obtain data.
- Save costs by concentrating on relevant target groups.
- Pretest messages for communication plans on a pilot basis, before entire programme is implemented.
- Establish two-way communication and obtain feedback from target groups to help formulate effective messages.
- Determine if it is the right time to launch a specific PR programme.
- Identify problem areas and public interest in time, before it leads to serious problems.
- Establish credibility at top-management level.
- Be aware of current social responsibility issues and needs. (Any 5 × 2) (10)

4.3
- Step 1: Define research objective and problem.
- Step 2: Determine research design (types).
- Step 3: Design and prepare research instrument.
- Step 4: Sample and collect data.
- Step 5: Analyse data.
- Step 6: Communicate results. (Any 6 × 2) (12)

4.4 It is a gathering of people, in person or electronically, who may require services such as venues, equipment, catering, training and entertainment. (2)

4.5
- Theatre style
- Horseshoe
- Group
- Working conference (4 × 2) (8)

4.6
- Step 1: Select a suitable date.
- Step 2: Identify a suitable theme.
- Step 3: Compile an invitation list.
- Step 4: Select a suitable venue. (4 × 2) (8)

[50]

TOTAL: 200

Copyright reserved