higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

(5070046)

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This question paper consists of 5 pages.

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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. Neatness, style and a systematic exposition of facts are required.
5. Write neatly and legibly.

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QUESTION 1

1.1 Study the scenario and answer the questions.

> Advertising was initially meant to make people aware of the goods available in a market. It was as simple as announcing what you have in your store or the services your businesses offered.
>
> The notion that the media is primarily there to give us news is not very true. If the truth may be told, the media is there to gather audiences, package them into a pricey commodity and sell it to advertisers. Advertisers, on the other hand, are always on the lookout for a target audience to persuade them that a product or service is better than those of competitors.

1.1.1 Differentiate between *advertising* and *public relations*. (1 + 1) (2)

1.1.2 Give FIVE advantages of advertising a product or service. (5 × 2) (10)

1.1.3 Explain how the PRP may use the AIDA principle in his or her advertisement or service. (4 × 2) (8)

1.1.4 Advertisers may choose to use television to attract audiences.

Give THREE advantages and TWO disadvantages of using television as communication media. (5 × 2) (10)

1.2 Organisational communication is a subfield of communication studies and comprises the consideration, analysis and criticism of the role of communication in organisational contexts. Its main function is to inform, persuade and promote goodwill. The flow of communication could either be formal or informal. Communication flowing through formal channels is downward, horizontal and upward whereas communication through informal channels is generally termed as the grapevine.

1.2.1 State THREE objectives of advertising and communication media as mentioned in the case study. (3 × 2) (6)

1.2.2 Identify from the case study THREE formal channels of communication. (3 × 2) (6)

1.3 Which type of media is each of the following:

1.3.1 Television

1.3.2 Magazines

1.3.3 Sponsorship

1.3.4 Banners

(4 × 2) (8)

[50]

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QUESTION 2

2.1 Westcol TVET College demonstrated their services to the D2 schools in the Westrand. The main aim was to promote their identity, image and sales. They intend to register 1 200 students for all of their programmes.

Explain the term *exhibition*. (3)

2.2 Discuss SIX types of exhibitions. (6 × 2) (12)

2.3 Give TWO reasons that may influence their exhibition negatively. (2 × 2) (4)

2.4 Corporate social responsibility is the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families as well as the local community and society at large.

2.4.1 Who is the workforce in this definition? (2)

2.4.2 Explain how businesses may assist the community in each of the following:

(a) Education

(b) Housing

(c) Health

(d) Arts and culture

(e) Environmental conservation

(5 × 3) (15)

2.5 Fundraising is also part of a business' contribution towards the community.

Name FIVE common myths/assumptions about fundraising. (5 × 2) (10)

[46]

QUESTION 3

3.1 You are a PRP and must give an audiovisual presentation to staff members about a community project that the PR department wants to launch.

Describe, in order, the SEVEN planning steps for an audiovisual project programme. (7 × 2) (14)

3.2 Crisis management should be executed with great care to prevent negative publicity from causing irreversible damage to the corporate image and brand name.

Give FIVE fundamental rules to apply to all crisis situations. (5 × 2) (10)

3.3 Discuss FIVE characteristics of a crisis/disaster. (5 × 2) (10)

3.4 Supply FIVE guidelines to an organisation that wants to take part in a sponsorship. (5 × 2) (10)

3.5 Give FIVE advantages of sponsorships. (5 × 2) (10)
[54]

QUESTION 4

4.1 Which FIVE key attributes should a successful fundraiser have? (5 × 2) (10)

4.2 Primary data must be gathered for specific research objectives.

Describe FIVE objectives of public relations research. (5 × 2) (10)

4.3 Describe SIX steps in the research process. (6 × 2) (12)

4.4 The PRP must plan and organise events. He or she must display enthusiasm for an event, do meticulous planning, monitor activities and communicate effectively with those involved.

Explain the term *event*. (2)

4.5 Give and explain FOUR examples of different seating layouts and uses. (4 × 2) (8)

4.6 Name the first FOUR items on an event-planning checklist. (4 × 2) (8)
[50]

TOTAL: 200

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