higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

30 MAY 2019

This marking guideline consists of 8 pages.

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QUESTION 1

1.1 1.1.1 Phalaphala FM will be hosting the Annual Heritage Festival on 8 and 9 September 2017. (2)

1.1.2
- To provide Limpopo with an opportunity for unity
- To celebrate rich cultural heritage
- To promote tourism in the province
- To showcase talented young and upcoming artists
- Social cohesion
- Economic growth
- Marketing purpose
- To strengthen the relationship between the station and Range Edge Royal Gardens (Any 3 × 1) (3)

1.1.3
- Sponsors
- Listeners
- Royal Gardens
- Artists/musicians
- Public (Any 3 × 1) (3)

1.1.4 Any relevant message/theme/slogan (2)

1.1.5
- Venue preparation
- Equipment
- Printing
- Refreshments
- Guest speakers
- Performers
- Publicity advertising (Any 4 × 1) (4)

1.1.6
- Payment of artists
- Printing programmes, invitations, et cetera
- Guest speakers
- Refreshments
- Administrative costs
- Overhead costs
- 10% of contingencies
- Cost of activities (Any 4 × 1) (4)

1.1.7
- Media coverage
- Publicity
- Attendance
- Questionnaires
- Internal meetings
- Opinion polls (Any 2 × 1) (2)

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1.2.1 Sponsorship

- A business agreement and a commercial association with a brand, product or services of a company with a sponsored party.
- Provide contributions to sponsored parties in financial or material form.

Donation
Is financial or material support given to parties without expecting anything in return. (2 × 2) (4)

1.2.2
- Unify Limpopo citizens/other people from communities and neighbouring countries
- Celebrate the rich cultural heritage
- Promote tourism in the province
- Social cohesion
- Marketing medium
- Economic growth
- Showcase talent of young and upcoming artists
- Generate favourable media interest
- Promote better relations with target market, business associates and the press
- Improve staff relations and the morale with the organisation
- Demonstrate interest in the community
- Support social responsibility
- Enhance corporate image
- Create awareness of the brands
- Promotion campaigns (Any 5 × 2) (10)

1.2.3
- Sport
- Arts and culture
- Publications and advertising
- Training and education
- Trade shows and exhibitions
- Causes and charities
- Professional awards
- Expeditions
- Environmental conservation
- Social media (Any 6 × 1) (6)

1.2.4
- When objectives are not clearly defined
- No specific or undefined target groups
- Lack of staff training and motivation
- Poor liaison with visitors/poor customer service
- Poor planning
- Understaffing
- Poor sales techniques (Any 5 × 2) (10)

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QUESTION 2

2.1
- Organise a reception on arrival of guests in order to welcome them and deliver a brief speech.
- Provide the delegates with safety clothing if necessary.
- Divide large groups into manageable sizes (10–15 maximum).
- Place notices at restricted areas.
- Hand out samples and souvenirs to mark the event.
- Arrange professional and trained tour guides to accompany visitors on a plant tour.
- Make provision for a question-and-answer session after the tour.
- If any questions cannot be answered, these answers must be supplied at a later stage by phone or in a letter/email. (Any 5 × 2) (10)

2.2
- Theatre style✓ – suitable for presentations;✓ large numbers; audio-visual equipment can be easily used.
- Horseshoe and the U-shape✓ – suitable for small groups;✓ promotes discussions and interaction; emphasises the speaker's position but not in an intimidating way; audio-visual equipment can easily be used; creates and informal atmosphere.
- Small work groups✓ – suitable for small groups;✓ suitable for group work and discussions; suitable for workshops where individual groups have to do group work in different rooms and each group leader has to report back to the presenter.
- Discussion groups✓ – suitable for small groups;✓ promotes discussions and interactions; more intimate as speaker forms part of the group; creates an informal atmosphere; the use of audio-visual equipment can be problematic.
- Working conference✓ – suitable for large numbers;✓ provide for group work during the conference/seminar sessions. (Any 4 × 2) (8)

2.3
- To inform target groups of news worthy 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 entertain audiences (6 × 2) (12)

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2.4
- Objective✓ – will determine the type of venue✓
- Location✓ – consider attractions and recreation facilities or team building✓
- Venue size✓ – large enough to cope with the number of delegates expected✓
- Seating✓ – select suitable seating style✓
- Meeting✓ – areas needed for registration, workshop session✓
- Duration – can have cost implications
- Accommodation – suitable for attendees
- Accessible – close to airport and transport facilities
- Equipment – audio-visual, air conditioning, microphones, et cetera
- Suitable catering – food/beverage and toilet facilities to accommodate all attendees (Any 5 × 2) (10)

2.5
- Consumers are informed about products and services.
- Competition is encouraged and prices can become more competitive.
- Manufacturers are forced to maintain a high standard.
- The standard of living is improved as consumers are made aware of products/services.
- Advertising carry the costs of the media.
- Advertising can lead to direct feedback from consumers.
- Advertising can help solve social problems. (Any 5 × 2) (10)

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QUESTION 3

3.1 3.1.1
- The organisation's
- Socio-economic aid, for example training, job creation
- Ethical and legal compliance in a society, for example housing
- Community needs, for example orphaned and vulnerable children
- Environmental conservation, for example recycling and animal protection endeavours (5 × 2) (10)

3.1.2
- Education and empowerment
- Housing projects
- Community welfare projects
- Health and safety projects
- Business development projects
- Arts and culture projects
- Rural development
- Environment conservation (Any 5 × 1) (5)

3.2
- Prepare for a crisis before it happens.
- Develop and nurture allies before and during a crisis.
- Always be honest.
- Act quickly, act decisively and take control.
- Don't deflect the blame.
- Make long-term sacrifices.
- Obtain neutral, informed and respected opinions.
- Be consistent in all actions.
- Be proactive during crises.
- Demonstrate and dramatise commitment. (10 × 2) (20)

3.3
- Fundraising is begging.
- Let the government fund it.
- Fundraising has reached a 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 gift!
- Fundraising is just another business.
- Fundraising should be low cost or no cost.
- But I give my time. (Any 5 × 1) (5)

3.4
- 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.
- Enable target groups to convey their opinions and attitudes; help to identify problem areas and gaps in time.
- Suggestions and recommendations can lead to improved services or products.
- Research can provide valid information for PR projects or advertising needs. (Any 5 × 2) (10)

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QUESTION 4

4.1
- Name of the organisation
- Logo of the organisation
- Background information about the business
- Tasks and responsibilities of the position should be clearly stipulated.
- Closing date for applications should be indicated.
- Advertisement layout should attract attention of the right applicants.
- Complete instructions on how to apply for position, for example address should be provided.
- Information such as salaries and benefits, should be provided. (Any 5 × 2) (10)

4.2
- Printing methods,✓ for example lithography✓
- Paper quality,✓ for example 80 g cartridge paper.✓
- Page sizes and numbers,✓ for example A4 size × 100 pages✓
- Letter sizes and letter types,✓ for example 12 point and per 100 additional✓
- Frequency and dates of publication,✓ for example daily/weekly/once off or reprints✓
- Colour/s required on pages, for example one, two, three
- Binding, for example saddle stitching/sewn
- Preparation of illustrations, artwork and or photographs
- Insertions in the publication (leaflets, advertisements)
- Where, how and when the printing job is to be delivered
- Packaging method (enveloping, boxes, covers needed)
- Proposed time schedule for supplying copy and make-up for publication

(Any 5 × 2) (10)

4.3
- The reader is the target of the chosen design.
- Design is a case of taste, general art principals, harmony, balance and contrast.
- Certain norms and standards of the design should be applied consistently to ensure stability and continuity.
- The artistic aspect should not be overdone as the reader will only look at this and not read the information.
- A picture tells a thousand words is an integral part of the design.
- Change the design of the publication periodically and subtly. (Any 5 × 2) (10)

4.4
- Newspapers have limited space and want reader news.
- Journalists always have limited time due to deadlines.
- Supply brief, concise hard facts. Too much detail is unnecessary and is rarely published due to a lack of space.
- Press releases should not be longer than 300 words.
- Only issue press releases or conferences if required.
- Be honest at all times.
- Never tell a journalist something in confidence. (Any 5 × 2) (10)

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4.5
- The sales bulletin
- The newsletter
- The magazine
- The tabloid newspaper
- The wall newspaper (Any 3 × 1) (3)

4.6
- Define objectives
- Analyse target groups
- Draft a programme
- Review progress
- Select presentation media
- Edit presentation media (7)

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TOTAL: 200

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