higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

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This marking guideline consists of 9 pages.

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QUESTION 1

1.1

1.1.1	F
1.1.2	C
1.1.3	H
1.1.4	E
1.1.5	M
1.1.6	G
1.1.7	B
1.1.8	A
1.1.9	J
1.1.10	L
1.1.11	D
1.1.12	K

(12 × 1) (12)

1.2
- Masthead
- Lead-in devices
- Headings
- Colour
- Margins
- Photographs
- Typography
- Logos
- Tear-out section
- Cartoons

(Any 4 × 1) (4)

1.3
- The reader is the target of the chosen design.
- Design is a case of taste, general art principles, 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.
- Good balance is necessary and colour should also be used.
- A picture tells a thousand words and is an integral part of the design in the form of a photograph or illustration.
- The design of the publication should be changed periodically and subtly.

(Any relevant 5 × 2) (10)

1.4
- Newspapers have limited space and want readers' news.
- Journalists always have limited time due to deadlines.
- Supply brief and concise hard facts, because too much detail is unnecessary and rarely published due to 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, especially in cases of crises, scandals or accidents.
- Never tell a journalist something in confidence. (Any relevant 5 × 2) (10)

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1.5 **Step 1: Define objectives.**

- Follow effective methods to convey messages to different target groups to achieve specific objectives.
- Objectives can include to educate or inform people about business issues.
- Objectives should be practical.

Step 2: Analyse target groups.

- Is the information and style of the audiovisual presentation suitable for the specific target group?
- Literacy levels and group sizes will influence presentation methods.
- Information should be clearly visible and understandable to target groups.
- Video explanations and demonstrations should be suitable.
- Do not present technical information to nontechnical audience.

Step 3: Compile a programme.

- Set up the framework of the information and time scheduling that must be covered in the programme to reach the set objectives.

Step 4: Review progress.

- Make changes in the early stages once the programme goes into production (completed video) as it may be too expensive or difficult to change later.

Step 5: Decide on presentation media.

- Do you want to use a serious, informative or amusing approach?
- The style of the presentation, e.g. formal or informal, will also determine the atmosphere you wish to create during induction training for instance.

Step 6: Select presentation media.

- The objective and target group of the programme will determine the media.
- Any audiovisual or graphic media should be prepared professionally to have the best impact.
- Certain computer programs have excellent colour graphics, which may easily be transferred to videos or posters.
- All media should be clearly visible to the audience.
- Try to use different types of media to convey the message clearly and in an illustrative way.

Step 7: Edit the presentation.

- Evaluate the entire presentation in terms of the suitability of contents, time, venue and media to be used.
- Practise using the media and integrate it effectively into programmes.
- Be prepared for any emergency.
- If you need professional help obtain it in advance.
- You must strive for a well-organised and easily understood programme.

(7 × 2) (14)

[50]

QUESTION 2

2.1 2.1.1 Crisis✓ – If the customer had fallen ill.✓✓ Even though it is a matter of life and death, no one has died yet. (Any relevant answer) (3)

2.1.2 Product-related death (1)

2.1.3 Fraud, dishonesty, hacking (Any relevant answer) (1)

2.2
- Obtaining publicity
- Creating awareness
- Promoting marketing and sales
- Creating a positive image
- Promoting corporate identity
- Establishing relations with interested groups
- Raising funds (Any 5 × 1) (5)

2.3
- Knowledge obtained through research can help the PRP to alter objectives and preferences in the public-relations programme.
- If the PRP has a better knowledge of the basic attitudes and needs of the different target groups, he/she will be able to address their specific needs more effectively.
- It may have a cost advantage because money will not be spent on projects that do not address the needs of the target groups or irrelevant issues.
- It can save costs as inefficient communication media can be eliminated.
- It can ensure that the formulated policy is acceptable to internal and external target groups.
- It can indicate if existing PR activities succeed in conveying the intended message.
- It enables target groups to convey their opinions and attitudes to management.
- It helps to identify problem areas and shortcomings in time.
- Suggestions and recommendations can lead to improved services or products. (Any relevant 5 × 2) (10)

2.4 2.4.1
- It is important for an organisation to have a sound reputation, as it can attract better employees.
- The organisation relies on the community for support by buying their products.
- Good relations with local authorities assist in obtaining better cooperation.

2.4.2
- Without customers/clients there is no business.
- The organisation will not exist without clients.
- Customers should be attracted to buy the products or use a service of the business.

2.4.3 Employees are the organisation's greatest asset and as a result they are key to a business.

2.4.4 The media will publicise the events and cover the activities and stories of the business.

2.4.5
- Shareholders could invest more money in the business.
- Shareholders must be certain that their dividends are effectively managed.

(5 × 3) (15)

2.5
- Reminds to buy
- Stimulates impulsive sales
- Stimulates sales/enquiries
- Introduces new products
- Raises brand awareness
- Creates a favourable image
- Corrects wrong impression and incorrect information
- Persuades
- Increases trust

(Any 5 × 2) (10)

2.6
- Theatre/Auditorium/Cinema seating
- Classroom seating
- U-shape seating
- Boardroom seating
- Cabaret seating

(5)
[50]

QUESTION 3

3.1 3.1.1
- Self-confident
- Enthusiastic
- Positive personality
- Able to deal people
- Well organised
- Detail orientated
- Multitask

(Any 4 × 1) (4)

3.1.2 Any relevant answer (2)

3.1.3 **Two internal PR tasks**
- Providing the general manager with an administrative and support service
- Researching, writing and editing fundraising material under the guidance of the manager

Two external PR tasks

- Undertaking web/other research to identify new fundraising and partnership opportunities
- Packaging presentations for potential donors
- Updating project tracking tables by using information from various sources
- Liaising with other departments and prospects (Any 2 × 2)

(4 × 2) (8)

3.2 3.2.1

- Name, position and logo of organisation
- Background information about the business
- Tasks and responsibilities of the position
- Salaries, benefits or location
- Complete instructions on how to apply
- Date for commencement of duties
- Closing date for applications
- Ad layout attracting the attention of the right applicants (7)

3.2.2

- Attention: Can be attracted by a colourful picture or an interesting question, e.g. 'Do you want to save money?'
- 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 and urge consumers to act by offering coupons and order forms
- Satisfaction: Proof of how the product/service satisfies needs may be given by other consumers who bear evidence of the satisfaction of effective results provided by the product/service
- Simplicity: Important for immediate and easy understanding of the message and should not be confusing or too long
- Language and style: Must be understandable and acceptable to people in general otherwise they will forget or reject it
- Brand names: Should be clearly identifiable and advertisers should use logos and slogans
- Specific target market: Advertisements aimed at individual and not masses
- Honesty: Important in ads, unfair claims are unethical, like telling people they can lose five kilos in five days and still eat as much as they want to (Any relevant 5 × 2) (10)

3.3 3.3.1 **Two main objectives**

- To achieve PR aims such as promoting relations and goodwill by personal contact
- To sell and promote the products/services of the business directly to customers

General objectives

- To launch new products, increase market share and gain competitive edge
- To build database of prospects for post-show sales and direct marketing campaigns
- To enhance the image, identity and expertise of particular market sectors
- To provide a market research opportunity as the organisation is able to determine the market reaction to products or services
- To provide wide exposure in a short period of time

(Any relevant 4 × 2) (8)

3.3.2

- Smile and be friendly.
- Be presentable.
- Look approachable.
- No sitting, smoking, eating or reading while on duty.
- Do not hover over the visitor's shoulder and sneak up behind them.
- Do not say: 'Can I help you?'
- Treat all visitors with respect and give them individual attention.
- The stand should be neat and clean as this conveys an impression of the organisation.
- Record visitor details for follow-up purposes.
- Watch competitor stands.
- Give visitors a brief questionnaire. (Any 7 × 1) (7)

3.4

- Objectives of media
- Target groups to reach
- Type of the message
- Nature of the company products/services
- Quality of the media
- Available budget (Any relevant 4 × 1) (4)

[50]

QUESTION 4

4.1 4.1.1 They should engage key stakeholders to clarify the matter, set the record straight, attend to the matter as soon as possible, rectify their mistakes and promise it will never happen again. (2)

4.1.2 Sport (1)

4.1.3 Yes✓ It is difficult to get rid of a negative reputation, however Nike will overcome their bad image through taking part in sponsorship because they will demonstrate their improved services/products and policy to their Indonesian target groups.✓ (2)

4.2
- Providing contributions to sponsored parties in a financial or a material form
- Business agreement and a commercial association with a brand, product or the services of a company with sponsored activities and events that can benefit both parties (Any relevant 1 × 2) (2)

4.3
- Printed media
- Electronic media
- Audiovisual media
- Special events
- Outdoor media (5)

4.4
- Competitive market
- Corporate identity
- Amalgamated organisations
- Extensive market network (Any relevant 4 × 2) (8)

4.5
- Education: Sponsor bursaries to students
- Entrepreneurship: Encourage small companies and the youth to start their own businesses
- Ethnic and legal compliance in society
- Sports: Encourage sports in the community by sponsoring teams and holding sports galas
- Environment conservation: Work with game reserves and educate the community about nature conservations programmes (Any relevant 5 × 2) (10)

4.6
- Suitable for small groups
- Promotes discussions and interactions
- Emphasises the speaker position, but not in an intimidating way
- Audiovisual equipment easily used
- Creates an informal atmosphere (Any relevant 5 × 2) (10)

4.7
- Determining attitudes/opinions or obtain data
- Saving costs
- Pre-testing messages
- Establishing two-way communication
- Determining if it is the right time to launch a PR programme
- Identifying problem areas
- Establishing credibility at top management level
- Being aware of current social responsibility issues and needs (Any 5 × 2) (10)

[50]

TOTAL: 200

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