higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

(5070046)

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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. Start each question on a new page.
5. Write neatly and legibly.

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QUESTION 1

As a PRP you should have a basic knowledge of printing because you are often involved in the compiling, designing and producing of publications. Exhibition packages should convey a positive image of the business as its reputation can be tarnished by an uninformed PRP. The PRP should also be able to creatively organise exhibitions.

1.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–M) next to the question number (1.1.1–1.1.12) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Cheap absorbent paper suitable for printing newspapers and low-cost publications	A	public shows
1.1.2	Usually held at an organisation's own or rented premises	B	art paper
1.1.3	Thick, absorbent paper that can be used for book covers, menus and many other purposes	C	private show
1.1.4	Moving from place to place via road, rail, sea or air	D	bromide paper
1.1.5	Made from used paper and other material	E	mobile
1.1.6	Designed and constructed to be taken apart and transported to various places	F	newspaper
1.1.7	High-quality paper with smooth surface used for quality prints	G	portable
1.1.8	Specialised exhibitions and entertainment catering for specific and general target groups	H	cartridge paper
1.1.9	Polished paper used for glossy printing	I	special
1.1.10	Focus on specific interest areas such as home décor, health fashion, sports	J	super calendered paper
1.1.11	Quality photographic paper used to print original artwork	K	permanent show
1.1.12	Permanently located on the organisation's premises	L	specialised
		M	recycled paper

(12 × 1) (12)

1.2 Name FOUR techniques used to improve the layout of a publication. (4)

1.3 State FIVE requirements to keep in mind when designing a publication. (5 × 2) (10)

1.4 Explain FIVE guidelines for dealing with the press. (5 × 2) (10)

1.5 List and explain SEVEN steps in planning audiovisual programmes. (7 × 2) (14)
[50]

QUESTION 2

2.1

THE CUSTOMER SHOULD COME FIRST IN A CRISIS, AT ANY COST

South African companies should be sitting up and taking notes. If ever there was a time to learn about how to deal with external threat, it is now. *Pick n Pay*, with its poisoned food and ABSA with its clients being duped by a hacker stealing their money, have recently stumbled through a difficult process.

ABSA was not dealing with a matter of life and death but for many people with hard-earned cash in their bank accounts, fraud can feel like a matter of life and death.

Pick n Pay's case of product tampering and its ensuing reaction, or lack thereof, could be seen as a massive misjudgement. After seven weeks, *Pick n Pay* spoke up, not because it decided it could not bear not to warn its customers of the risk, but because a customer had fallen ill.

[Source: *Business Report*]

2.1.1 Would you describe the problem Pick n Pay experienced as a disaster or a crisis? Substantiate the answer. (3)

2.1.2 Which category of crisis or disaster is this? (1)

2.1.3 Which type of crisis did ABSA experience? (1)

2.2 State FIVE objectives of special events. (5)

2.3 Give FIVE advantages of research in public relations. (5 × 2) (10)

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2.4 Why is it important for a business to keep relations with each of the following?

2.4.1 Community relations

2.4.2 Customer or client relations

2.4.3 Employee relations

2.4.4 Relations with the media

2.4.5 Relations with the shareholders

(5 × 3) (15)

2.5 State FIVE objectives of advertising. (5 × 2) (10)

2.6 List FIVE types of seating layouts that will suit the presentation style and audience needs. (5)

[50]

QUESTION 3

3.1

Western Cape Nature Conservation Board Fundraiser (Cape Town)

Core responsibilities

- Providing the general manager with an administrative and support service
- Undertaking web/other research to identify new fundraising and partnership opportunities
- Researching, writing and editing fundraising material under the guidance of the manager
- Packaging presentations for potential donors
- Using your own initiative and taking responsibility for handling the administrative side of grants
- Updating project tracking tables by using information from various sources
- Liaising with other departments and prospects

Requirements

- Social sciences qualification
- Self-confident, enthusiastic and positive personality
- Ability to deal with people at various levels in organisations
- Well organised, detail orientated, able to multitask
- Good working knowledge of *MS Office* (intermediate in *PowerPoint* and *Excel*)
- Five years' worth of experience in a similar environment

Email your application and CV to the HR manager at carin@capenature.gov.za before 30 June 2021.

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3.1.1 Identify FOUR personal qualities required for a fundraiser. (4)

3.1.2 Why are the personal qualities identified in QUESTION 3.1.1 required? (2)

3.1.3 Identify TWO internal and TWO external PR tasks that need to be performed. (4 × 2) (8)

3.2 An advertisement should include all necessary information and the PRP must liaise with the human resources manager to ensure that the correct job description specifications are included.

3.2.1 List SEVEN changes you would make on the given advert to improve it. (7)

3.2.2 List and explain FIVE requirements for a good advertisement. (5 × 2) (10)

3.3

The Winter Sculpture Fair 2018

Address: Nirox Foundation Sculpture Park, 24 Kromdraai Road, Krugersdorp, South Africa

If you are passionate about gourmet food, fine wine and impressive artwork displays, then you'd best not miss out on a day in the countryside with the annual Winter Fair, from 12-13 May 2018. The fair is taking place at the Nirox Sculpture Park, a venue not ordinarily opened up to the public.

3.3.1 Identify TWO main and TWO general exhibition objectives that the Nirox Sculpture Park wants to achieve. (4 × 2) (8)

3.3.2 Give SEVEN guidelines for successfully managing a stall at a fair. (7)

3.4 List FOUR factors that determine the choice of media. (4)

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QUESTION 4

4.1

Cut Nike ties, athletes urged

Sydney – Olympic athletes have been urged to relink their sponsorship ties with Nike amid claims it was exploiting workers in Indonesian factories.

Human rights group Community Aid Abroad-Oxfam (CAAO) accused the sportswear giant of paying workers as little as $1 (R6,95) a day and threatening those involved in union activities.

[Source: *The Argus*, 4 September 2000]

4.1.1 What do you think Nike should do to rectify its image? (2)

4.1.2 Which sponsorship type is Nike? (1)

4.1.3 Do you think if Nike sponsors sport stars it will overcome the bad image? Substantiate the answer. (1 + 1) (2)

4.2 Define the term *sponsorship*. (2)

4.3 List FIVE categories of communication media. (5)

4.4 Give FOUR reasons why Nike may become involved in sponsorships. (4 × 2) (8)

4.5 Explain FIVE areas of corporate social responsibility that Nike can engage in to boost the company image. (5 × 2) (10)

4.6 Explain the use of a U-shaped seating plan in a workshop. (5 × 2) (10)

4.7 State FIVE objectives of public-relations research. (5 × 2) (10)

[50]

TOTAL: 200

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