higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

PUBLIC RELATIONS N6

18 NOVEMBER 2016

This marking guideline consists of 7 pages.

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QUESTION 1

1.1 The city council of Krugersdorp organised the centennial celebrations around the existence of Krugersdorp on the birthday weekend in April at the new centennial hall. The centennial celebration of Krugersdorp is the situation. (2)

1.2
- To involve the community in and around town.
- To project a positive image of Krugersdorp.
- To celebrate 100 years of Krugersdorp's existence.
- To exhibit and display various activities like sports, shows, arts, culture etc.
- The inauguration of the new centennial hall. (Any appropriate 2 × 1) (2)

1.3
- Ratepayers
- Neighbouring cities and towns
- Local media
- Schools
- Churches
- Businesses (Any 2 × 1) (2)

1.4 Centennial celebrations around the existence of Krugersdorp (2)

1.5 The date is the birthday weekend in April.
It is significant because it is the year that the city council is celebrating the 100 year anniversary of Krugersdorp's existence. (4 × 1) (4)

1.6
- External organiser
- Centennial programme
- Centennial calendar
- Centennial commemorative article/media publications
- Municipal newsletter (Any appropriate 4 × 1) (4)

1.7
- Questionnaire
- Personal contact
- Media coverage
- Phone calls
- Attendance (Any 4 × 1) (4)

1.8
- Sports
- Art and culture
- Publication and advertising
- Exhibitions and displays
- Shows
- Training and education (Any appropriate 5 × 2) (10)

1.9
- Size and format like printing style, e.g. magazine or newspaper format.
- Headings, text and typography
- Colours, illustrations and photographs
- Graphs, cards and diagrams
- Binding and paper quality (Any appropriate 5 × 2) (10)

1.10
- Printed method, e.g. lithography
- Quality of paper, e.g. 80 cartridge paper
- Size and number of pages, e.g. A4 × 100 pages
- Letter size and letter types, e.g. 12 point letter
- Size in roman letter type
- Amount and run-on price, e.g. 100 copies
- Frequency of publication and dates of publication, e.g. daily, weekly or once-off.
- Colour required on different pages, e.g. one, two, or three × full colour
- Binding, e.g. saddle stitching
- Preparation of illustration and photographs
- Where and how printing job is to be delivered
- Insertion in the publication
- Proposed time schedule for supplying copy and make-up (Any 5 × 2) (10)

[50]

QUESTION 2

2.1
- Smile and be friendly
- Be presentable
- Look approachable
- No sitting, smoking, eating or reading while you are on duty.
- Don't hover over the visitor's shoulders and sneak up behind them.
- Do not say: 'Can I help you?'
  Rather offer something like: 'Have you tried this unique product?'
- Treat all visitors with respect and give them your undivided attention.
- The stand should be neat and clean.
- Record visitors' details for follow-up purposes.
- Watch competitor stands.
- Give visitors a brief questionnaire and use the feedback for future improvements. (Any 5 × 2) (10)

2.2
- The reader is the target of the chosen design.
- Design consists of case, taste, general art, principle, harmony, balance and contrast.
- Certain norms and standards of 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 – An integral part of the design can be completely dominated by a photograph or illustration. (5 × 2) (10)

2.3
- Advertising is paid for

Advertisers pay for ad placement and have control over content, space and duration of the marketing message while this is not the case with public relations and personal sales.
- Publicity does not cost the communicator anything

The publicity cost is carried by the owner of the medium.
- Non-personal mass media

Advertising is done through non-personal mass media (press, radio, television, mail, display boards) in the form of outward communication from the advertiser to the target group.
- Need-fulfilling product or service

The message contains information about a product, the characteristics that fulfill the need, the place where it can be bought and/or its price.
- Identified sponsors

The target group can identify the sender (sponsor) of the message based on the logo and the brand name of the product, service or business.
- Target market focus

Target markets are defined by market segmentation and selection. Markets can be segmented into certain groups like females, children or dog owners.
- Persuaded towards specific action

Advertising tries to persuade a target group to choose products or services on the basis of its need-fulfilling characteristics, availability and competitive price.
- Selective communication

Readers, listeners and viewers are selective when reading magazines, listening to the radio or watching TV. (8 × 2) (16)

2.4 Special opportunities to exhibit specific products or services in a visual and convincing manner. (2)

2.5
- Public exhibition – Held in a public place like the Rand Easter show.
- Private exhibition – Held at the organisation's own or rented premises.
- Mobile exhibition – Taken from place to place via road or railway.
- Portable exhibition – Taken apart and transported to different places.
- Permanent exhibition – Permanently located on organisation's premises.
- Special exhibition – Focuses on specific target groups. (12)

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QUESTION 3

3.1
- A crisis always presents itself unexpectedly.
- A crisis threatens the future expectations 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 the execution of a crisis plan. (5 × 2) (10)

3.2
- Proofread the copy for meaning, and typographical and punctuation errors.
- Read syllable by syllable and check the spelling of all names and words.
- Check all figures, dates, prices, measurements and graphs.
- Check all captions and examine any apostrophes.
- Check against the original typescript to detect any printer's omissions.
- Take note of any words like or, and, a, as well as transposed letters.
- If possible, ask someone else to proofread it as well. (Any 5 × 2) (10)

3.3
- Product related deaths
- Product under performance
- Negligence
- Environmental concerns
- Consumer boycotts
- Natural problems
- Fraud or direct dishonesty
- Business mismanagement
- Perceived unfair labour practices (10 × 1) (10)

3.4

ADVERTISING	PUBLIC RELATIONS
1. Displays classified ads in the media	1. Corporate ads, news stories, articles and photographs in media
2. Commercial films/Videos on TV or cinemas	2. Documentary, sponsored film or video
3. Radio or TV advertisements	3. Radio or TV interviews
4. Outdoor ads (electronic billboards)	4. Educational posters
5. Sales promotions	5. Educational literature
6. Point-of-sales exhibitions	6. Sponsored books and publications
7.Sales literature like catalogues	7. Seminars, conferences and speeches
8. Direct mail	8. Visits to organisations
9. Direct marketing events	9. Organising merit events and sponsorships
10. Special advertising methods (bags)	10. Corporate identity and logos

(Any 5 × 2) (10)

3.5
- Newspapers have limited space and want reader news.
- Journalists always have limited time due to deadlines.
- Supply brief and concise hard facts.
- Press releases should not be longer than 300 words.
- Only issues press releases or conferences if required.
- Be honest at all times, especially in the case of a crises, scandals or accidents. Honest and unbiased transfer of information is important.
- Never tell a journalist something in confidence (off-the-record), even if they are your friend. It may be headline news the next day.
- If the press contacts you (in case of a high profile story), ensure you have information handy and that press releases are brief and correct if there is a possibility that you may be quoted incorrectly.
- Arrange for the provision of photographs where possible. (Any 5 × 2) (10)

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QUESTION 4

4.1
- Fundraising is begging
- Let the government fund it
- Fundraising has reached saturation point
- You can ask a donor too often
- Everyone will give R 50
- You get major gifts by letter
- You can't ask someone for a bequest
- Fundraising is just another business
- Fundraising should be low cost or no cost
- But I give my time (10 × 1) (10)

4.2
- Research can help the PRP change objectives and strategies for the PR-programme.
- Insight into the attitudes and needs of target groups can prevent launching unsuitable projects.
- Saving of costs as inefficient communication media can be eliminated.
- Can ensure that current policy is acceptable to internal and external target groups.
- Enables target groups to convey their opinions and attitudes toward management.
- Helps identify problem areas and gaps in time.
- Suggestions and recommendations can help improve services or products.
- Research can provide valid information for PR projects or advertising needs. (Any 5 × 2) (10)

4.3
- Define research problem and objectives.
- Determine research design.
- Design and prepare research instruments.
- Sampling and data collection.
- Analyse the data.
- Communicate research results. (Any 5 × 2) (10)

4.4
- Humoristic approach
- Terrifying approach
- Slice-of-life approach
- Comparative approach
- Fantasy approach
- Testimonials
- Slogans and jingles
- Motivational approach
- Emotional approach
- Rational approach (Any 5 × 2) (10)

4.5
- Education
- Housing projects
- Welfare
- Health
- Community development and empowerment
- Small business development
- Arts and culture
- Environmental conservation (Any 5 × 2) (10)

TOTAL: 200

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