higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1400**(E)**(N18)H

NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

(5070046)

18 November 2016 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

GENERAL STUDIES

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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. Write neatly and legibly.

GENERAL STUDIES

QUESTION 1

Read the case study below and answer the questions that follow.

CENTENNIAL CELEBRATIONS OF KRUGERSDORP

Public relations practitioners (PRP's) of the city council of Krugersdorp organised the centennial celebrations around the existence of Krugersdorp. The aim was to involve the community in and around town to project a positive image of Krugersdorp and targeting ratepayers of Krugersdorp, inhabitants of neighbouring cities and towns as well as local media.

The following were decided during the strategic planning phase:

- Appointment of an external and objective centennial organiser to represent the city council.
- Planning and execution of centennial activities were left to the city council's public relations department in liaison with the external centennial organiser.
- A specified budget for the event.
- Centennial programme devised from suggestions for activities by groups such as schools, churches and businesses through questionnaires.
- Checklists drawn up and activities finalised after the centennial calendar was finalised and discussions were held with different groups and individuals.
- Certain manufacturers and dealers were given the opportunity to manufacture approved centennial commemorative articles that were sold during activities and events.
- To print a commemorative publication concerning Krugersdorp.
- The centennial programme was printed in a centennial calendar and put on sale.
- The programme was widely published in the media, municipal newsletters and local press.

The birthday weekend in April was planned as follows:

- Friday would be the official inauguration of the new centennial hall and a performance by the National Symphonic Orchestra.
- Saturday will be processions, bands, drum majorettes, traditional dancing, parachute jumpers and a mass gymnastic performance by school children.
- Sunday will be a church service and devotional mass choirs.

Activities initiated by the city council PRP's:

- Sports

Strongman competition, athletics, fun-run, swimming gala, fun rides, drag racing, deck tennis, boxing, rugby, netball and golf tournaments.

- Exhibitions and displays

Various arts, career exhibitions, craft exhibitions, photographic displays and specialised exhibitions by local colleges.

- Shows

Flower, air and outdoor commerce shows

- Arts and culture

Debating competitions, a song festival, a school choir competition, a teen theatre, book displays and a music evening.

After the completion of events, the PR staff will seek feedback by means of personal contact, phone calls, questionnaires and media reports to establish the success of the event.

[Source: Page 124 of PR future managers book]

GENERAL STUDIES

1.1.1 Define the situation in the case study. (2)

1.1.2 What were the objectives of this case study? (2)

1.1.3 Identify the main target groups of this event? (2)

1.1.4 What was the theme of the event? (2)

1.1.5 What was the date of the event and why was it of significance? (4)

1.1.6 Name FOUR items that the organisers needed to budget for. (4)

1.1.7 Identify FOUR ways that feedback and evaluation will be obtained. (4)

1.8 Identify FIVE activities or events that you think were sponsored. (10)

1.9 State FIVE aspects for the design of a publication. (10)

1.10 State FIVE types of information required by a printer. (10)
[50]

QUESTION 2

2.1 State FIVE specific guidelines for manning the stand during an exhibition. (10)

2.2 A good design should be simple, eye catching and facilitate normal eye movement over the page.

Briefly explain FIVE requirements of a good design. (10)

2.3 Discuss EIGHT characteristics of advertising. (16)

2.4 Define the term *exhibition*. (2)

2.5 Briefly describe SIX types of exhibitions. (12)
[50]

GENERAL STUDIES

QUESTION 3

3.1 State FIVE characteristics of a crisis. (10)

3.2 Briefly describe FIVE checklists for proofreading that could be used by the PRP's. (10)

3.3 Crisis often leads to negative publicity and it is the task of the PRP's to handle these incidents effectively.

Name TEN categories of crisis. (10)

Redraw the table below in the ANSWER BOOK and compare advertising and public relations. Give FIVE aspects of each.

ADVERTISING	PUBLIC RELATIONS

(10)

3.5 Give FIVE guidelines for dealing with the press. (10)
[50]

QUESTION 4

4.1 State TEN common myths concerning fundraising. (10)

4.2 Briefly describe FIVE advantages of research. (10)

4.3 State FIVE steps in the research process. (10)

4.4 Identify FIVE copy style approaches that a PRP can use when designing a publication. (10)

4.5 Name FIVE areas of corporate social investment. (10)
[50]

TOTAL: 200

GENERAL STUDIES

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