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 K
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1.1.5 G
1.1.6 E
1.1.7 D
1.1.8 C
1.1.9 B
1.1.10 A

(10 × 2) (20)

1.2 1.2.1
- A crisis is a critical situation, a turning point or time of danger and suspense.
- A disaster is a sudden occurrence of great misfortune or a calamity.

1.2.2
- Public relations refer to establishing and maintaining mutual understanding between the organisation and its internal and external groups based on knowledge, understanding and goodwill.
- Advertising is a paid, non-personal presentation and promotion of select ideas, products or services by an identified sponsor to an identified target market.

1.2.3
- Sponsorship refers to the provision of contributions to sponsored parties in a financial or material form. The organisation which is sponsoring expects to obtain publicity from the sponsorship involved.
- Donation is financial or material support given to parties without expecting anything in return.

1.2.4
- Reliability refers to the consistency of a measure. A test is considered reliable if the same result is obtained repeatedly.
- Validity refers to research being an instrument, which must measure what it is supposed to measure.

1.2.5
- Corporate social responsibility is the overall description that refers to business decisions linked to ethical values, legal compliance, respect for people, communities and the environment.
- Corporate social investment refers to funding and involvement in various socio-economic upliftment projects.

(5 × 2) (10)

1.3
- To achieve public relations aims, such as promoting relations and goodwill by personal contact
- To sell and promote the products/services of the business directly to the customers (2 × 2) (4)

1.4
- Public exhibitions✓ could be held in a public place, e.g. the Rand Easter Show.✓
- Private exhibitions✓ are held at the organisation's own or rented premises.✓
- Mobile exhibitions✓ are taken from place to place by road or rail.✓
- Portable exhibitions✓ can be taken apart and transported to different places.✓
- Permanent exhibitions✓ are permanently located on the organisation's premises.✓
- Special exhibitions✓ focus on specific target groups.✓ (5 × 2) (10)

1.5
- Smile, be friendly
- Be presentable
- Look approachable
- No sitting, smoking, eating or reading while on duty
- Do not hover over visitors' shoulders and sneak up behind them
- Do not ask: 'Can I help you?', rather ask: '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 visitor details for follow-up purposes
- Watch competitor stands
- Give visitors a brief questionnaire and use the feedback for future improvements (Any 6 × 1) (6)

1.6
- Objectives of the media
- Target groups
- Type of message
- Nature of product/service
- Quality of the media
- Budgetary factors (Any 5 × 1) (5)

1.7 1.7.1 To persuade consumers (sell the image of the business) to buy or use the product or service. (2)

1.7.2 It should persuade the target group that a product or service is the best choice.✓✓ It can attract attention, rouse interest and convey the necessary information about the product or service. (2)

1.7.3 The product or service should be viewed as a better alternative.✓ (1)

[50]

QUESTION 2

2.1 Crisis✓

Reason
It is a crisis which could destroy Tiger Brands.✓✓ Tiger Brands is losing millions. It is an unexpected occurrence developing at an ever-increasing rate of destruction. (Any other reasonable answer) (3)

2.2 Product underperformance (2)

2.3
- Prepare for a crisis before it happens.
- Develop and nurture allies before and during a crisis.
- Always be honest.
- Act quickly and act decisively, and take control.
- Do not deflect the blame.
- Make long-term sacrifices.
- Demonstrate and dramatise commitment.
- Be pro-active during crises.
- Obtain neutral, informed and respected options.
- Be consistent in all actions. (Any 6 × 1) (6)

2.4 2.4.1 Yes, it is important for Tiger Brands to appoint a spokesperson.✓

Motivation
Tiger Brands is a big company which needs a good communicator who will have in-depth-knowledge on the latest developments of the organisation.✓

2.4.2 As someone who is a good communicator and who should have in-depth knowledge of Tiger Brands, he/she will handle all communications involving both internal and external stakeholders.✓✓

(2 × 2) (4)

2.5
- Always presents itself unexpectedly.
- Threatens the future expectation and existence of an organisation.
- Develops at an ever-increasing rate of destruction.
- Wreaks havoc with the financial reserves of a company.
- Must be brought under control as soon as possible by applying sound management skills and executing a crisis plan. (5 × 2) (10)

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2.6 2.6.1

- 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 7 × 1) (7)

2.6.2

- Sponsor's objectives and values
- Consistency
- Direct and indirect costs
- Type and nature of sponsorship
- The administrative sport body
- The participants in the sport body
- The audience or viewers of the sponsored event
- The degree of media interest in the event
- Any opportunity for new business
- Government regulations
- Opportunity for staff involvement
- Time to make arrangements for the sponsorship (Any 5 × 2) (10)

2.6.3

- Competitive markets
- Corporate identity
- Amalgamated organisations
- Extensive market network
- Public relations/image problems (Any 4 × 2) (8)

[50]

QUESTION 3

3.1 3.1.1

- Company employee responsibility,✓ e.g. safety,✓ health, et cetera.
- Socio-economic aid,✓ e.g. training,✓ job creation, arts, social development, et cetera.
- Ethical and legal compliance in society,✓ e.g. housing,✓ rural aid, services, et cetera.
- Community needs,✓ e.g. orphaned✓ and vulnerable children
- Environment conversation, e.g. recycling, et cetera. (Any 4 × 2) (8)

3.1.2

- Take reusable bags when shopping.
- Do without disposables.
- Cut down on electricity use.
- Use less water.
- Stop junk mail and paper billing.
- Consider alternative transportation. (Any 2 × 1) (2)

3.2 3.2.1 Businesses may give back to their local community through community projects, such as building schools and bursaries.

3.2.2 Businesses may support their communities by funding housing projects. Countless fires have destroyed lives and homes in informal settlements. Businesses may build houses for these communities.

3.2.3 Since 1990, the MAZDA Wildlife Fund has invested more than 26 million into the fund for various projects critical for the survival of our planet.

3.2.4 Companies, such as Old Mutual, have Aids prevention and other health programmes for target groups.

3.2.5 ABSA sponsors the ABSA Atelier Art Competition, which provides a platform for emerging artists.

(5 × 2) (10)

3.3
- Printed method,✓ e.g. lithography✓
- Quality of paper,✓ e.g. 80 cartridge paper✓
- Size and number✓ of pages, e.g. A4 × 100 pages✓
- Sizes and fonts,✓e.g. font size 12 in Times New Roman font✓
- Amount and run-on price,✓ e.g. 100 copies✓
- Frequency of publication and dates of publication, e.g. daily, weekly or once
- The colour required on different pages, e.g. one, two or three, full colour
- Binding, e.g. sadle stitching
- Preparation of illustration and photographs
- Where and how the printing job is to be delivered
- Insertion in the publication
- The proposed time schedule for supplying (copy and makeup)

(Any 5 × 2) (10)

3.4
- 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 design should be applied consistently to ensure stability and continuity.
- The artistic elements should not be overdone, as the reader will only look at this and not read the information.
- A picture tells a thousand words and is an integral part of the design, as a photograph or illustration can convey an immediate message and retain the reader's interest.
- Change the design of the publication periodically and subtly. (Any 5 × 2) (10)

3.5
- Define objectives
- Analyse target groups
- Draft a programme
- Review progress
- Select a suitable presentation style
- Select presentation media
- Edit presentation (7)

3.6
- Printed
- Electronic
- Audio-visual
- Special
- Outdoor
- Mobile/Social (Any 3 × 1) (3)

[50]

QUESTION 4

4.1 It is a gathering of people in person or electronically, who may require services, such as venues, equipment, catering, training and entertainment. (2)

4.2
- Objectives: Determine the type of venue, e.g. a product launch or team building
- Location: Consider attractions and recreational facilities for attendance for the social programme
- Venue size: Is it large enough to cope with the number of expected delegates expected?
- Seating: Select a suitable seating style, e.g. theatre or classroom style
- Meeting: Areas needed for registration, workshop sessions (noise free)
- Duration: Can entail cost implications
- Accommodation: Is it suitable for attendees if they are required to stay over for a few days?
- Accessible: Is the event close to the airport and transport facilities? Is the venue suitable for people in wheelchairs or with other disabilities?
- Equipment: Are audio-visual equipment, air conditioning, microphones and internet facilities available?
- Suitable catering: Beverages and toilet facilities to accommodate all the attendees. (Any 4 × 2) (8)

4.3
- Newspapers have limited space and want readable news.
- Journalists always have limited time due to deadlines. Take note of the news criteria and do not waste their time.
- 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. Supplementary information is placed at the end of the release.
- Only issue press releases or conferences if required.
- Be honest at all times, especially in the case of crises, scandals or accidents.
- Never tell a journalist something in confidence (off the record) even if he/she is your friend. It may be headline the next day.
- If the press contacts you, (in case of a high profile story) ensure that 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)

4.4
- Theatre style
- Horseshoe
- Group
- Working conference (4)

4.5
- Helps the public relations practitioner to change objectives and strategies for the public relations programme
- Insight into the attitudes and needs of target groups can prevent the launching of unsuitable projects
- Saving costs as inefficient communication media can be eliminated
- Ensures that current policy is acceptable to internal and external target groups.
- Enables target groups to convey their opinions and attitudes to management.
- Helps to identify problem areas and gaps in time.
- Suggestions and recommendations can lead to improved services or products.
- Provides valid information for public relations projects or advertising needs.

(Any 5 × 2) (10)

4.6
- Fundraising is begging
- Let the government fund it
- Fundraising has reached saturation point
- You can ask a donor too often
- Everyone will give R50,00
- You cannot ask someone for a bequest
- Fundraising is just another business
- Fundraising should be low cost or no cost
- You get major gifts by letter
- I give my time

(Any 6 × 1) (6)

4.7
- Passionate and energetic
- Integrity
- Authenticity
- Politely persistent
- Sellers, not tellers
- Intuitive
- Intrinsic motivation
- Organised

(Any 5 × 1) (5)

4.8
- Attention
- Interest
- Credibility
- Action
- Satisfaction
- Simplicity
- Language and style
- Brand names
- Specific target market
- Honesty

(Any 5 × 1) (5)

[50]

TOTAL 200

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