higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1420**(E)**(N16)H

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

(5070046)

16 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 pages.

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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 section on a NEW page.
5. Use only BLUE or BLACK ink.
6. Write neatly and legibly.

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QUESTION 1

It is to the advantage of the public relations practitioner to have basic knowledge of printing, as he/she is often concerned with the design and production of a wide variety of publications for the organisation.

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (1.1–1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Important means of communication by which any organisation may reach its relevant target groups	A	circulation figure
1.1.2	Should have the knowledge of printing, because they are often involved in the process of compiling, designing and producing various publications for their organisations	B	quality of media
1.1.3	Printing process is used universally today, because it is suitable for a wide variety of printing	C	social media
1.1.4	Method of printing that is closely related to photogravure	D	press/media
1.1.5	Simple, eye-catching and guide eye movement over the page	E	editing
1.1.6	Linguistic and technical production of publications that applies to the page layout of publications	F	good design
1.1.7	Printed publications, such as magazines and newspapers	G	flexographic
1.1.8	Refers to web-based applications and technologies that connect media users to interact via the internet and mobile devices	H	lithographic/ litho
1.1.9	If the organisation wishes to promote an image of quality to its clients, a prestigious glossy magazine will be more suitable than a cheap flyer in the mail	I	public relations practitioner
1.1.10	Refers to the number of printed copies of each edition that finds its way to the reader	J	event
		K	printing
		L	web-based applications

(10 × 1) (10)

1.2 Differentiate between the following:

1.2.1 *Crisis* and *disaster*

1.2.2 *Public relations* and *advertising*

1.2.3 *Sponsorship* and *donation*

1.2.4 *Reliability* and *validity*

1.2.5 *Corporate social responsibility* and *corporate social investment*

(5 × 2) (10)

In South Africa, exhibition participation is the most underrated marketing and public relations medium. Research has shown that trade fairs are the most effective source of obtaining sales information and that it is more effective than any other media when decisions are being made concerning product or service purchases. The public relations practitioner is central in organising the event and must have patience, a sense of humour and a strong character for this task.

1.3 Describe TWO main advantages of exhibitions. (2 × 2) (4)

1.4 Discuss FIVE types of exhibitions. (5 × 2) (10)

1.5 A stand manager must be appointed who will overall be in charge of the stand.

Give the stand manager SIX guidelines for staff manning the stand. (6)

Cooperation between the public relations and marketing departments is necessary when formulating a communication campaign. The ultimate aim of both departments is to sell the image of the business and, therefore, stimulating sales of products or services.

1.6 List the FIVE criteria that determine the choice of media. (5)

Advertising is persuasive communication.

1.7 Defend the above statement by answering the questions.

1.7.1 What is the aim of adverting messages? (2)

1.7.2 What effect should an advertisement have on the target group? (2)

1.7.3 How should the product or service be viewed? (1)

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QUESTION 2

CRISIS MOUNTS FOR TIGER BRANDS

The company has recalled value-added products from its Pretoria facility.

Tiger Brands is recalling yet another batch of products, a move that, along with a class action suit seeking up to R42 million, could take the cost of the listeriosis crisis up to R800 million, which is twice the R324 million in operating profit generated by its snacks, treats and beverages division for the financial year ending September.

On Monday, the food producer recalled all products manufactured at its Value Added Meat Products facility in Pretoria, which includes the Snax range of meat products, due to the detection of listeria monocytogenes.

Tiger Brands was forced to recall its Enterprise polony and vienna products after Heath Minister Aaron Motsoaledi announced on Monday that an investigation had traced the ST6 type (LST6) of the listeria bacteria – believed to be behind the outbreak and responsible for 91% of all infections in SA – to Tiger Brands's factory in Polokwane.

2.1 Would you describe Tiger Brands's problem as a disaster or a crisis?

Give ONE reason for your choice. (3)

2.2 State what category of crisis or disaster this is. (2)

2.3 Tiger Brands needs to apply certain principles to their situation.

Give SIX fundamental rules for a crisis/disaster which Tiger Brands can apply. (6)

2.4 2.4.1 Is it important for Tiger Brands to appoint a spokesperson? Motivate your answer.

2.4.2 Explain the role of the spokesperson in the Tiger Brands situation. (2 × 2) (4)

2.5 Discuss FIVE characteristics of a crisis or disaster. (5 × 2) (10)

2.6 Tiger Brands realises the power of sponsorship in order to uplift their image.

2.6.1 Inform Tiger Brands of SEVEN types of sponsorships. (7)

2.6.2 Outline FIVE guidelines which can guide Tiger Brands in their decision to take part in the sponsorship or not? (10)

2.6.3 Give FOUR reasons why Tiger Brands may become involved in a sponsorship? (4 × 2) (8)

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QUESTION 3

Vodacom is more than just a cellular network provider. It is an organisation that is deeply rooted in corporate and social investment to uplift its community. It is the primary objective of CSI sponsorships. Vodacom CSI sponsorships include: Netcare 911, NSRI and Vodacom Netcare Surf Rescue helicopters. These are interlinked and each provides an invaluable service in the business of saving lives of people and aiding the community.

3.1 3.1.1 List FOUR areas of corporate social responsibility and give an example of each. (4 × 2) (8)

3.1.2 What can be done to reduce, reuse, recycle and respect the environment? (2)

3.2 Explain how businesses will assist communities in each of the following areas:

3.2.1 Education and empowerment projects

3.2.2 Housing projects

3.2.3 Environmental conservation

3.2.4 Health and safety projects

3.2.5 Arts and culture projects

(5 × 2) (10)

3.3 The purpose of printing determines the type and quality of paper to be used. Cheaper paper is usually not suitable for colour printing. As the public relations practitioner, you should provide the printer with the information regarding the desired publication.

Discuss the information required by the printer. (5 × 2) (10)

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3.4 A good design should be eye-catching and guide eye movement over the page.

Describe FIVE requirements of a good design. (5 × 2) (10)

3.5 The public relations practitioner plays a creative role in the production of audio-visual material. He/she can work with a professional text writer in the selection of visual material, music and suitable location for filming a corporate video.

(7)

List SEVEN steps in planning audio-visual programmes in the correct order.

3.6 List any THREE media categories. (3)

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QUESTION 4

INDABA 2018

INDABA is one of the largest tourism marketing events on the African continent. It has also been dubbed as one of the top three 'must visit' events of its kind on the overarching global calendar. This popular tourism trade show showcases the widest variety of South Africa's best tourism products and attracts international buyers and media from across the globe.

The 2018 INDABA is taking place at the Durban International Convention Centre and the adjacent Durban Exhibition Centre.

4.1 Define the term *event*? (2)

4.2 Discuss venue selection criteria when organising such a large tourism marketing event? (8)

4.3 Give the Durban International Convention Centre guidelines for dealing with the press/media. (10)

4.4 List FOUR different seating layouts that can be used at the Durban International Convention Centre. (4)

4.5 The Durban International Convention Centre decides to evaluate the outcome of the 2018 INDABA.

Discuss the advantages of research. (10)

4.6 The Durban International Convention Centre wants to undertake a fundraising project for their next INDABA event.

Give the management of the Durban International Convention Centre advice about SIX common myths regarding fundraising. (6)

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4.7 List FIVE Key attributes for a successful fundraiser. (5)

4.8 List FIVE essential requirements for a good advertisement. (5)
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TOTAL: 200

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