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. Write neatly and legibly.

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QUESTION 1

1.1

2017 EDITION OF MACUFE

2017 MANGAUNG AFRICAN CULTURAL FESTIVAL, '*RE YA TSHOLA*'
20TH ANNIVERSARY MILESTONE

One of the most popular cultural festivals on the African continent and beyond celebrated a historical landmark of 20 years of existence in October 2017. The festival had grown from humble beginnings from strength to strength and had undoubtedly reached international status.

As in previous years, the 2017 festival of Macufe dazzled everyone with an action-packed and entertainment galore programme guided by the festival's pay-off-line: 'When your heart and soul is African' and the 2017 theme: '*Re Ya Tshola*'.

The 2017 Macufe festival took place from 29 September to 8 October.

Over the 20 years of its existence, the festival took pride in the following milestones amongst others:

- Contribution to the tourism and economic growth of Mangaung Metro Municipality borne out of economic impact studies conducted by the University of the Free State
- Growth in the number of visitors who had constantly filled the different venues of the festival to capacity
- Attracting international, national and local artists of high calibre to the delight of everyone
- Attracting sponsorships from reputable private sector companies such as Vodacom, Standard bank, MTN, the National Lottery and several others
- Contributing towards the promotion of social cohesion and national building
- Empowerment and promotion of small, medium and macro enterprises (SMMEs)

[Source: *September 7, 2017 in Event by Admin*]

1.1.1 Briefly describe the situation in the case study. (2)

1.1.2 State THREE objectives of the event. (3)

1.1.3 Name THREE target groups of the 2017 Macufe festival. (3)

1.1.4 What was the theme that should have reached the target groups? (2)

1.1.5 What activities took place to prepare for the festival? (4)

1.1.6 Which elements had to be included in the 2017 Macufe Festival budget? (4)

1.1.7 In which ways could feedback and evaluation be obtained regarding the success of the festival? (2)

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1.2 1.2.1 State FIVE objectives that were aimed at during the 2017 Macufe Festival. (5 × 2) (10)

1.2.2 Name FIVE types of sponsorships in South Africa. (5)

1.2.3 The Macufe festival in Mangaung is an annual event which attracts visitors from all over South Africa and neighbouring countries and creates a good income from tourism for the Mangaung region.

Name and discuss FIVE types of exhibitions. (5 × 2) (10)

1.2.4 Name FIVE areas of corporate social responsibility which sponsors of Macufe could be involved in. (5)

[50]

QUESTION 2

2.1 Choose the correct item from those given in brackets. Write only the answer next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

2.1.1 A donation is financial or material support given to parties (without expecting anything in return/with the expectation of something in return).

2.1.2 It is economical to use (unstandardised/standardised) paper sizes in a printer.

2.1.3 The (photogravure/lithographic) process is used universally today because it is suitable for a wide variety of printing.

2.1.4 Mass communication feedback is (indirect/direct) and delayed.

2.1.5 When any publication is planned, the objective of the publication, the target group and the available budget should be decided (first/later).

(5 × 2) (10)

2.2 Name the type of media for:

2.2.1 Television

2.2.2 Video

2.2.3 Sponsorship

2.2.4 Banners

2.2.5 Cellphones/telephones

(5 × 2) (10)

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2.3 Explain FIVE criteria that need to be considered when the choice of media has to be made. (5 × 2) (10)

2.4 State and describe FIVE types of information required by the printer. (5 × 2) (10)

2.5 Describe FIVE criteria for selecting a venue. (5 × 2) (10)
[50]

QUESTION 3

3.1

Devland Gardens – A new semisurburb
Corner of Golden Highway and N2, Opposite Ziphora Garden

New Homes for Sales

Three bedrooms - 60 square metres
We will do more for you

Price: From R350 000

Close to Krugersdorp CBD
Close to MM Mall
Close to TVET College
Surrounded by various high schools and nursery schools

For enquiries, contact Naji or Bucks at 0860 00 1122, 24/7

3.1 Evaluate if the advertisement above complies with the AIDCAS principle.

Explain how it:

3.1.1 Creates the attention

3.1.2 Arouses interest

3.1.3 Creates desire

3.1.4 Gains credibility

3.1.5 Moves to take action

3.1.6 Promises satisfaction

(6 × 2) (12)

3.2 State TEN fundamental rules to prepare for a possible crisis. (10)

3.3 Discuss characteristics of a crisis. (5 × 2) (10)

3.4 State EIGHT common myths about fundraising. (8)

3.5 Describe FIVE objectives of public relations research. (5 × 2) (10)
[50]

QUESTION 4

4.1 The best exhibition will fail if staff manning the stand is not motivated and trained.

State FIVE guidelines for manning a stand. (5 × 2) (10)

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

4.3 Explain how businesses can assist communities with each of the following:

4.3.1 Education

4.3.2 Housing

4.3.3 Health

4.3.4 Arts and culture

4.3.5 Environmental conservation

(5 × 2) (10)

4.4 Name FIVE tips (P's) to overcome the fear of asking funders. (5 × 2) (10)

4.5 Discuss FIVE guidelines for dealing with the press. (5 × 2) (10)

[50]

TOTAL: 200

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