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 8 pages.

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QUESTION 1

1.1
1.1.1 H
1.1.2 G
1.1.3 B
1.1.4 J
1.1.5 D
1.1.6 F
1.1.7 A
1.1.8 C
1.1.9 E
1.1.10 I

(10 × 1) (10)

1.2 1.2.1 Primary data

- The researcher produces the data for the specific purpose of addressing the problem.
- Sources are used to gather data that is required for the specific research problems.
- It is new data which is more expensive and time-consuming.

Secondary data

- It already exists as historical data that was previously gathered.
- As the data is already available, it can be obtained faster and cheaper.

1.2.2 Corporate social responsibility

- It 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

- It refers to funding and involvement in various socio-economic upliftment projects.

1.2.3 Crisis

- A critical situation, a turning point or a time of danger and suspense
- An unexpected occurrence, developing at an ever-increasing rate of destruction that could rapidly destroy an organisation if left unmanaged

Disaster

- A sudden occurrence of great misfortune or a calamity

(3 × 4) (12)

1.3 1.3.1
- A business should establish goodwill with the community.
- It provides essential products, services and job opportunities.

(Any 1 × 2)

1.3.2 They expect to be attracted by quality products/services and job opportunities.

1.3.3
- They expect to be motivated so that they could feel part of the business.
- They expect their needs to be satisfied. (Any 1 × 2)

(3 × 2) (6)

1.4
- Advertisements put consumers under pressure to buy products or use services that they don't really need.
- Advertisements are expensive.
- Advertisements force prices to rise unnecessarily. (Any 1 × 2) (2)

1.5
- The reader is the chosen target.
- Design entails 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 aspect should not be overdone, as the reader will focus on this and not read the information.
- Good balance is necessary; colour should always be used subtly and sparingly as the article can be completely dominated by this.
- A picture is worth a thousand words. This is an integral part of the design, as the 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)

1.6
- The type of venue should suit the objectives of the event, e.g. a training workshop or conference.
- The location should be a reasonable distance from the airport to and be easily accessible.
- The venue size should be suitable for the needs of the event, e.g. theatre or classroom style.
- There should be suitable meetings areas for the registration or workshop sessions (noise-free).
- Suitable and safe accommodation should be available for the attendees if the event is held over a few days.
- Facilities should be accessible to disabled attendees.
- Suitable audiovisual and computer equipment and internet facilities should be available.
- Suitable catering should be available as per requirements.

(Any 5 × 2) (10)

[50]

QUESTION 2

2.1 2.1.1
- Sports✓ – support schools and local clubs with sports equipment.✓
- Education✓ – offer bursaries to students who want to further their studies.✓
- Entrepreneurship✓ – help owners of small businesses in the community with entrepreneurial skills.✓ (3 × 2) (6)

2.1.2 Because they focus on various projects like conservation (2)

2.2
- It reinforces the importance of these projects in the eyes of key stakeholders, such as clients, investors, the community and employees.
- A social responsibility programme can have a marketing advantage by supporting brand awareness.
- Organisations can establish goodwill, which usually has long-term benefits. Especially in the future, it could have a favourable influence on the profit position of the business.
- If the organisation cares about the welfare of its employees, it creates a spirit of goodwill and the organisation tends to attract and keep good employees. (4 × 2) (8)

2.3
- To remind customers to buy the products
- To stimulate impulsive sales when customers visits shops
- To stimulate direct sales and enquiries through mail advertising
- To introduce new products to specific groups
- To create awareness of brand names
- To create a favourable image of a certain institution or company
- To correct wrong impressions and incorrect information about the company and clients
- To persuade people to buy the product
- To increase trust in a specific enterprise or company (Any 6 × 1) (6)

2.4 Objective to be reached✓
- The objective of an activity, for example, information or advertising, will determine the type of media to use.✓
- An educational institution wanting to introduce new courses, may use brochures, websites and regional newspapers to inform potential students.

Target groups✓
- It should be determined which and how many target groups should be reached to prevent wasting time or money.✓
- Clients should always be informed, and new clients should be cultivated.
- The business should always choose suitable media that reach the largest target groups in the most effective way.

Type of message✓
- The type of the information and media should be carefully selected to ensure the planned target groups do receive and understand the information.✓
- If general health information is to be conveyed to the general public, the literacy level of the target group and accessibility of the medium should be considered.
- Information on Aids prevention, for instance, can be conveyed to target groups via national newspapers or radio to reach the public in different areas.

Nature of product or service✓
- A local educational institution can publish events in the local newspapers,✓ advertise study courses in regional newspapers and present at annual career exhibitions in the region.

Quality of the media✓
- If the organisation wishes to promote an image of quality to clients, a prestigious glossy magazine will be more suitable than a cheap flyer in the mail.✓
- If an organisation wishes to issue a commemorative publication for their clients, it should be of a good and lasting quality to create a sophisticated image.

Budget factors✓
- Will determine whether the enterprise can afford to use television rather than radio or national newspapers instead of local newspapers.✓
- Media choices should be evaluated for their efficiency and cost-effectiveness. (Any 6 × 2) (12)

2.5 2.5.1 Newspapers, magazines, newsletters, posters, annual reports, brochures, corporate advertisements

2.5.2 Internet, cellphones, telephone, fax, video conferencing, Skype

2.5.3 Television, videos, films

2.5.4 Exhibitions, seminars, sponsorships, receptions

2.5.5 Mobile phones, digital cameras, iPods, Walkman, laptops, PDAs, Game Boy, video, gaming, downloadable ringtones, other applications

(Any 5 × 1) (5)

2.6 S = Simplicity
C = Credibility
O = Originality
R = Relevance
E = Empathy (5)

2.7 Theatre: All the seats face towards the front. Maximum seating capacity is achieved.
Classroom: All the seats face towards the front. It enables audience to take notes and enjoy food and beverages in their seats.
U-shape: The open end allows for a focal point or presentation area. Audience interaction is encouraged.
Boardroom: There is a big, long table, with the audience all facing inwards. Audience interaction is encouraged. (Any 3 × 2) (6)
[50]

QUESTION 3

3.1 3.1.1
- A day on which members of the public are encouraged to visit a particular school, university or other institution to see what is like
- It is a great opportunity for visitors to visit, explore and research an institution. (Any 1 × 2) (2)

3.1.2
- Establish relations
- Create awareness, obtain publicity, promote positive image
- To attract prospective learners/students to your institution
- To ensure that clients are satisfied
- To measure your institution against others (Any 3 × 2) (6)

3.1.3 Yes,✓ the speeches, demonstrations and brochures will give students insight into the courses offered by the institution.✓ (2)

3.2
- Public exhibition:✓ Held in a public place, e.g. 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:✓ It is permanently located on the organisation's premises.✓
- Special exhibition: It focuses on specific target groups. (Any 5 × 2) (10)

3.3
- Research can help the PRP to change objectives and strategies for the PR programme
- It provides insight into the attitudes and needs of target groups, and can prevent the launch of unsuitable projects.
- It saves costs as inefficient communication media can be eliminated.
- It can ensure that current policy is acceptable to internal and external target groups.
- It enables target groups to convey their opinions and attitude to management.
- It helps to identify problem areas and gaps in time.
- Suggestions and recommendations can lead to improved services or products.
- Research can provide valid information for PR projects or advertising needs. (Any 5 × 2) (10)

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3.4
- Determine attitude/opinions or obtain data.
- Save costs.
- Pre-test messages.
- Establish two-way communication.
- Determine if it is the right time to launch a specific PR programme.
- Identify problem areas.
- Establish credibility at top-management level.
- Be aware of current social responsibility issues and needs. (Any 3 × 2) (6)

3.5
STEP 1: Define objectives
STEP 2: Analyse target groups
STEP 3: Compile programme
STEP 4: Review progress
STEP 5: Select presentation media
STEP 6: Edit presentation (Any 4 × 1) (4)

3.6
- Newspapers have limited space and readers want news.
- Journalists always have limited time due to deadlines.
- Supply brief, concise, hard facts. Too much detail is unnecessary and rarely published due to lack of space.
- Press releases should not be longer than 300 words.
- Only issue press releases or hold a news conference if required.
- Be honest at all times, especially in cases of crisis, scandals or accidents.
- Never tell a journalist something in confidence. (Any 5 × 2) (10)

[50]

QUESTION 4

4.1 4.1.1
- Disaster
- It is an unforeseen, sudden occurrence of great misfortune, or a calamity. (2)

4.1.2 Act of God or natural disaster (1)

4.1.3
- Blankets
- Food
- Water (3)

4.2
- To create awareness
- To raise funds
- To obtain publicity
- To promote products or services
- To create a favourable image
- To promote the organisation's role in the community
- To establish personal relations (Any 5 × 2) (10)

4.3
- Overhead projector
- The screen and script/visual material must be clear and visible.
- Have the contact details of a technician at hand in case of equipment failing during a session.
- Someone to control the lighting
- Carafes of water and glasses
- White-/blackboard
- Writing materials
- Adjustable microphone for the speaker
- Name tags of delegates
- Refreshments (10)

4.4 4.4.1
- 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 4 × 1) (4)

4.4.2
- Sponsor's objectives and values
- Consistency
- Direct and indirect costs
- Type and nature of sponsorship
- Administrative matters
- Government regulations
- Who are the participants in the sponsorship?
- Who are the viewers or audience of the sponsored event?
- What is the degree of media interest in the event?
- Does it provide an opportunity for new business?
- Is there opportunity for staff involvement?
- Is there enough time to make arrangements for a sponsorship?

(Any 5 × 2) (10)

4.5
- Fundraising is begging.
- Let the government fund it.
- Fundraising has reached a saturation point.
- You can ask a donor too often for help.
- Everyone will give R50.
- You can 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.
- I give my time. (10)

[50]

TOTAL: 200

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