higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE

# PUBLIC RELATIONS N6

(5070046)

**10 September 2020 (X-paper)**
**09:00–12:00**

**This question paper consists of 7 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

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**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 question on a new page.
5. Write neatly and legibly.

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## QUESTION 1

An advertisement will only persuade the target group that the product or service is the best choice, if it can attract attention, rouse interest and convey the necessary information about the product. The information should be regarded as credible and the product viewed as a better alternative than competitive products.

1.1 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–K) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 1.1.1 | Can be attracted by a colourful picture or an interesting question | A | simplicity |
| 1.1.2 | Should be clearly identifiable, using logos and slogans | B | honesty |
| 1.1.3 | It is important in advertisements; unfounded claims are unethical, such as telling people they can lose 5 kg in 5 days and still eat as much as they want | C | action |
| 1.1.4 | Should be aroused by an informative illustration/photograph or statement | D | credibility |
| 1.1.5 | Can be gained by stating the advantages and offering proof of how needs have been satisfied | E | desire |
| 1.1.6 | Should be aimed at the individual and not the masses | F | specific target group |
| 1.1.7 | It is important for the immediate and easy understanding of the message | G | brand names |
| 1.1.8 | Must be evoked. The advertisement should urge consumers to do something | H | attention |
| 1.1.9 | Can be stimulated by emphasising specific needs and promising to satisfy them | I | satisfaction |
| 1.1.10 | Proof of how the product or service satisfies needs may be given by other consumers who voice their pleasure | J | interest |
| | | K | language style |

(10 × 1) (10)

1.2 Differentiate between the following:

1.2.1 Primary and secondary data

1.2.2 Corporate social responsibility and corporate social investment

1.2.3 Crisis and disaster

(3 × 4) (12)

1.3 Businesses should have sound relationships with its internal and external stakeholders.

What does each of the following stakeholders expect from a business?

1.3.1 Community

1.3.2 Customers/clients

1.3.3 Employees

(3 × 2) (6)

1.4 Give any reason why advertisements may be criticised. (2)

1.5 It is important to have a simple, eye-catching design which guides the eye movement over the page.

Discuss FIVE requirements to be kept in mind when designing material.

(5 × 2) (10)

1.6 The selection of a venue is one of the most important aspects to be considered by an event coordinator when organising conferences and seminars.

Discuss the criteria for the venue selection. (10)

**[50]**

**QUESTION 2**

2.1 The Nedbank Foundation plays a huge role in enabling the company to achieve its deep aspiration of being involved in the community and the environment. This is done by contributing to community upliftment and development programmes that are both empowering and sustainable.

As a responsible corporate citizen, Nedbank focuses on various projects such as conservation. Conservation is about bridging the gap between human beings and the environment to ensure long-term, sustainable solutions. The Green Trust has been the pioneer of this project.

2.1.1 Name and explain to Nedbank PRP possible projects of social responsibility, besides nature conservation, that the company could engage in. (3 × 2) (6)

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2.1.2 What qualifies Nedbank to be regarded as a corporate citizen? (2)

2.2 Give FOUR advantages of social corporate responsibility. (4 × 2) (8)

2.3 Communication is very important in any organisation. PRPs should set clear communication aims in the communication strategy for the organisation to identify the most suitable media for effective communication with internal and external stakeholders.

Give SIX objectives of communication in an organisation. (6)

2.4 Discuss SIX criteria that need to be considered when the media choice is made. (6 × 2) (12)

2.5 Give ONE example for each of the following media categories:

2.5.1 Printed media

2.5.2 Electronic media

2.5.3 Audiovisual media

2.5.4 Special media

2.5.5 Social media

(5 × 1) (5)

2.6 In the case of television advertising, the so-called SCORE test is most useful.

Define the acronym SCORE. (5)

2.7 It is important to choose the best seating and room layout to suit the presentation style, including the audience's needs.

State THREE seating layout types and give ONE advantage of each. (3 × 2) (6)

**[50]**

## QUESTION 3

3.1 You have been appointed as a PRP at your local TVET college. Your office is organising an open day to be held on 19 September 2020. The purpose of the open day will be to inform the matriculants about the range of study opportunities that the college offers.

3.1.1 What is an *open day*? (2)

3.1.2 State THREE objectives of an open day. (3 × 2) (6)

3.1.3 Thousands of students enter tertiary institutions every year, but many fail due to reasons such as limited opportunities.

Do you think an open day will give prospective students enough insight into the courses to choose from? Motivate your answer. (2)

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

3.3 Discuss FIVE advantages of public relations research. (5 × 2) (10)

3.4 Name THREE objectives of public relations research. (3 × 2) (6)

3.5 Name the first FOUR audiovisual planning steps in order. (4)

3.6 State FIVE guidelines for dealing with the press. (5 × 2) (10)
**[50]**

**QUESTION 4**

**BLACK HORSE HOLDINGS**

After the earthquake, the need for clean water is increasing – with nearly three million people in a desperate situation. We aid destitute families. Please support us.

Blankets and food aid: We have distributed food parcels and blankets to displaced families to survive for a month. The need is overwhelming. Winter is coming and we urgently need more blankets.

Help for displaced people: The survivors fled without their belongings and are in desperate need of basic necessities. They experienced horrific encounters, and need coping skills as well as opportunities to relate and retell their stories and share their pain.

4.1 4.1.1 Would you describe the earthquake as a disaster or a crisis?

Support your answer (1 + 1) (2)

4.1.2 What category of crisis or disaster is this? (1)

4.1.3 Identify THREE items you may give to the needy families mentioned in the case study. (3)

4.2 The objective of special events is to improve communication with target groups.

Mention FIVE objectives of special events conducted by a company. (5 × 2) (10)

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4.3 Certain equipment and items are very important for the professional presentation of a conference/seminar.

Name TEN important items that the PRP must equip the assembly room with when running a training workshop. (10)

Anyone may sponsor or donate financial or material aid to needy families.

4.4 4.4.1 Name FOUR types of sponsorships. (4)

4.4.2 What are the guidelines for considering a sponsorship? (5 × 2) (10)

4.5 Name TEN common myths/assumptions about fundraising. (10)
**[50]**

**TOTAL: 200**

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