

201306H124



# higher education & training

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Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

**N1300(E)(J3)H  
JUNE EXAMINATION  
NATIONAL CERTIFICATE  
PUBLIC RELATIONS N5  
(5070035)**

**3 June 2013 (Y-Paper)  
13:00–16:00**

**This question paper consists of 5 pages.**

**DEPARTMENT OF HIGHER EDUCATION AND TRAINING**  
**REPUBLIC OF SOUTH AFRICA**  
NATIONAL CERTIFICATE  
PUBLIC RELATIONS N5  
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 every question on a NEW page.
  5. Neatness, style and layout of answers are important.
  6. Note the mark allocation in this question paper.
  7. Answer ALL the questions within the practical context of the given situation.
  8. Write neatly and legibly.
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**QUESTION 1**

- 1.1 You are a public relations practitioner for Kelethabo Training. Your company wants to have a welcoming function for new employees. The function is to be held at Kolping Guest House in Cape Town.

Plan a public relations programme for the function using the SEVEN key elements of a public relations programme and use each key element as a discussion heading for the answer.

(7 × 2 + 26) (40)

- 1.2 State FIVE advantages of a company with a positive image. (5 × 2) (10)  
[50]

**QUESTION 2**

- 2.1 Choose an item/word from COLUMN B to match a description in COLUMN A. Write only the letter (A–F) next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
2.1.1	Refers to the management of relationships of important internal and external groups in order to establish a positive image, identify and gain support	A marketing
2.1.2	It is a form of decision-making between two or more parties who are attempting to reconcile conflicting interests or finding a solution to a problem	B publicity
2.1.3	It is a system of developing professional contacts and networks	C advertising
2.1.4	It is the organisational function that focuses on providing products or services that satisfy the needs of consumers/clients	D negotiation
2.1.5	It is impersonal communication used by the organisation to inform the public and to create awareness of the name, product or services of an organisation	E strategic relationship
		F networking

(5 × 3) (15)

- 2.2 A public relations practitioner is always involved in communication and should pay attention to non-verbal messages as conveyed by the target groups. State FIVE functions of non-verbal communication. (5 × 2) (10)
- 2.3 The public relations practitioner should focus on establishing sound relations with the employees and make them feel as part of the organisation. Name and describe FIVE instruments of internal communication. (5 × 3) (15)
- 2.4 State FIVE guidelines for receiving visitors. (5 × 2) (10)
- [50]

### QUESTION 3

- 3.1 Read the following extract thoroughly and then answer the questions that follow.

'Pretoria, 8 January 2013. The Minister of Health, Dr Aaron Pakishe Motsoaledi has established a Ministerial Advisory Committee on the Prevention and Control of Cancer and the appointment of its inaugural members. The committee will advise the Minister on all matters relating to the prevention and control of cancer in line with Section 91 (1) of the National Health Act.

The National Department of Health recognises that cancers, together with other non-communicable diseases such as diabetes, cardiovascular diseases and chronic respiratory diseases are leading causes of preventable mortality and morbidity in South Africa.'

- 3.1.1 Name the news category of the above-mentioned article. (2)
- 3.1.2 State SIX questions regarding a comprehensive news article. Evaluate whether the given article answers these questions. Write the question first and then provide full answers to the questions from the given article. (6 × 3) (18)
- 3.2 List FIVE key elements of an annual report. (5 × 2) (10)
- 3.3 Name FIVE different columns that appear in most newspapers. (5 × 2) (10)
- 3.4 As a public relations practitioner you want to reach as wide an audience as possible through magazines. Name FIVE types of specialised magazines and an example of each type. (5 × 2) (10)
- [50]

**QUESTION 4**

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|-----|---|---------------|-------------|
| 4.1 | You are compiling a media kit (press kit) to send to journalists before the welcoming function that you are planning to host. Name and discuss FIVE items that should be included in a media/press kit. | (5 × 3)       | (15)        |
| 4.2 | It is important that your company portrays a positive image. State and discuss FIVE factors which can influence the corporate image and reputation of your company.                                     | (5 × 3)       | (15)        |
| 4.3 | State FIVE requirements for photograph captions.  | (5 × 2)       | (10)        |
| 4.4 | Name FIVE items on which a logo can be printed.   | (5 × 2)       | (10)        |
|     |   |               | <b>[50]</b> |
|     |   | <b>TOTAL:</b> | <b>200</b>  |