



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

PUBLIC RELATIONS N5

20 JUNE 2017

This marking guideline consists of 10 pages. Author: Please check the number of pages in the final print.>>

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QUESTION 1

TWO marks for naming each key element in the correct order: (7 \times 2 = 14).
Application of key elements (26). Marks indicated. ~~Author: Please check the marks below. They add up to 36, not 26.>>~~

1.1 A – Define the situation/situation analysis

- Anti-poaching campaign
- Organised by the Paramount Group/Rand Show (name must be given)
~~Author: Perhaps also Ichikowitz Family Foundation?>>~~
- The date must be indicated (any date in April 2015)
- It is a one-off programme/~~can~~ may become a continuous event
(Any 4 \times 1)

B – Set objectives

- To raise awareness of threatened wildlife populations
- To make a statement that the defence industry can play a significant role in fighting poaching
- To develop and promote #Parabot as an innovative way to support national parks in South Africa and other African countries
- To be a symbol of resistance
- To strengthen conservation efforts
- Any reasonable objective relevant (Any 4 \times 1)

C – Identify stakeholders/target group

- Employees
- Sponsors
- Paramount Group
- Ichikowitz Family Foundation
- National Parks
- Rand Show organisers
- Visitors to the show
- Department of Environmental Affairs
- Any reasonable stakeholder relevant (Any 2 \times 1)

D – Develop the message

"We will not give up on Africa's wildlife heritage."
(Any 12 \times 2)

E – Plan of action/activities

- Printing of promotional material (t-shirts, caps etc.)
- Pamphlets
- Preparing stalls
- Presentations
- Advertising in media
- Tree-planting ceremony
- Caterers

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(6)

- Competitions
- Ultimate Bush Ranger Experience
- Gifts
- ~~Any suitable promotional activities relevant~~ 6 x 1)

(Any

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F – Determine budget

- Labour
- Admin costs
- Overhead costs
- Hiring costs – venues for functions
- Promotional costs – press releases, promotional materials, gifts
- 10% contingency ~~costs~~ 4 x 1)

(Any

(4)

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G – Feedback and evaluation

- Amount of publicity
- General feedback
- Decline in poaching
- Attendance
- Selfie competition entries
- ~~Any reasonable feedback and evaluation relevant~~ 4 x 1)

(Any

(4)

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1.2

- It is the management.
- ~~t~~Through ~~the~~ communication.
- ~~o~~Of perceptions
- ~~a~~And strategic relationships
- ~~b~~Between ~~the-an~~ organisation
- ~~a~~And it's internal and external stakeholders. 6 x 1)

(Any

(6)

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1.3

- Management of PR programmes
- Media relations
- General liaison or networking
- Organising special events
- Written communication
- Verbal communication
- Production of communication media
- Training
- Research 1)

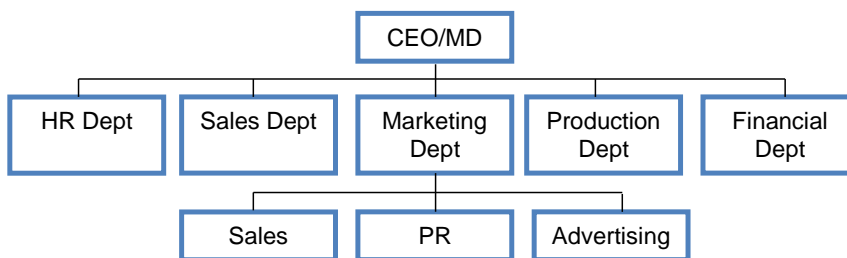
(Any 4 x

(4)

[50]

QUESTION 2

2.1

1 additional mark for correctness of the format.

-(10)

2.2

- Notify ~~the~~ reception that you are expecting ~~a~~ visitors.
 - Greet visitors in the reception area.
 - Meet the visitors yourself, or ask the secretary to meet the visitors at reception.
 - Direct visitors to the correct offices.
 - Never keep visitors waiting.
 - Offer visitors refreshments and something to read if they have to wait.
 - Hold the door open for the visitors.
 - Stand up and shake hands with the visitors.
 - Shake hands at the conclusion of the meeting.
 - When visitors leave, escort them out.
 - ~~Greet visitors in the reception area.~~
 - ~~Direct visitors to the correct offices.~~
 - ~~Never keep visitors waiting.~~
- 2)

(Any 5 x*)

-(10)

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2.3

- Use ~~ing~~ plain, clear language.
- Consider your target audience.
- Choose the appropriate communication tool.
- Obtain feedback.
- ~~Be s~~Sensitive to people's cultural background.

(5)

2.4

- Face to face – The Most effective way of communicating, as barriers can be eliminated. Appropriate when conveying sensitive information.
- Induction programme – Makes new employees feel at home. Introduction to work colleagues, knowledge of company, history etc.
- Plant tours – Essential, as staff needs to understand what the company manufactures and how products are manufactured.
- Meetings and forums – Employees and management can feel free to answer questions that are put to them.
- Management and supervisor seminars – Short, intensive courses held in order to spread ideas and discuss methods of working.
- Author: In order?
- Industrial relations – Trade unions help promote workers' rights. Stewards are appointed in the workplace to represent workers and be present at grievance procedures.
- Local Area Network (LAN) – Network of computers that link all the staff members together.
- Wide Area Network (WAN) – Same as LAN, but over a wider area.
- Teleconferencing – Holding meetings through a closed-circuit television system.
- Public aAddress sSystem – Enables management to address all employees simultaneously, for on routine, emergency and moral issues.
- Videos – Using inge videos to communicate with (for example) manual workers s, these se workers often prefer watching a video instead of reading a newsletter.
- Induction booklets – Welcomes s new employees and explains s the rules and benefits of the organisation.
- Reference guides – Provides s information on group insurance, medical aid, pension plan and social programmes.
- Institutional literature – Consists s of the organisational mission statement, a presentation booklet and the social responsibility programme.

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- Information racks – ~~These are p~~Placed at reception and contain all the organisational printed material.
 - Wall newspapers – Used to distribute news that changes rapidly. Some companies use ~~them~~is to spread financial news to all employees.
 - Staff annual reports – Staff annual reports differ from the annual report in that they are simpler and show financial details in ~~a~~ simple form.
 - Pay cheque inserts – Employees ~~s~~ receive ~~s~~ messages ~~s with-at a~~ minimum cost to ~~the~~ company.
 - Suggestion schemes – Boxes ~~are~~ placed in prominent places ~~s~~ in order to invite staff suggestions.
 - Bulletin boards – Most effective if they are divided ~~by tape~~ into sections ~~(using tape)~~ and ~~are~~ regularly updated.
- (Any 6 ~~x~~ 2)

-(12)

- 2.5 2.5.1 Most common form of communication. ~~I-and~~ involves the communication of the company's mission, vision, goals, policies and procedures.
~~E~~e.g. management communicates policy to staff.
- 2.5.2 Communicating upwards in the organisational hierarchy. Submission of completed work, reports or queries.
~~E~~e.g. secretary gives a report to ~~his~~/her manager.
- 2.5.3 Should be used carefully, because it bypasses the normal chain of command. ~~It involves c~~Communicating ~~to-with~~ another department.
~~E~~e.g. ~~a salesperson~~man ~~who~~ calls ~~the~~ workshop manager directly instead of ~~going communicating~~ through his/~~her~~ sales manager.
- 2.5.4 When people on the same level communicates.
~~E~~e.g. managers discuss the implementation of ~~the-a~~ new policy.

-(8)

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-7-
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(4 x 2)

(4 x 2)
2)

(8)

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- 2.6
- To create awareness of the company's goals-
 - To help the employee be toally familiar with the job-
 - To help realise-convey that personal success and the company's success are bound together
 - To help employees realise that their jobs are important-
 - To create awareness that staff are ambassadors
 - To ensure that staff are informed about developments-
- 1) (Any 5 x*)

(5)

50]

QUESTION 3

- 3.1
- To interest/amuse
 - To inform
 - To stimulate/impress
 - To motivate
 - To coerce/persuade
- (5 x 1) (5)

- 3.2
- Openness
 - Active listening skills
 - Integrity
 - Objectivity
 - Patience
- (5 x 1) (5)

- 3.3
- 3.3.1 C
- 3.3.2 B
- 3.3.3 E
- 3.3.4 D
- 3.3.5 A
- 3.3.5

A
(5 x 2)

10)

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- 3.4
- Feature supplement - special feature supplements sometimes published, with topics such as education, training, travel, home decorating etc.
 - Columns writers' columns - include political politics, sports, wine, (10)

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gardening, shipping and consumer right ~~columns~~.

- Society column – shows attendees at social events
- Drama, films – ~~r~~Reviews of ~~a~~ new performances and films; ~~i~~ interviews with stars
- Business and finance – ~~i~~nformation on finance, new business deals, opening of new factories etc.
- Women's page – ~~i~~ssues important to women such as recipes, women's health and fashion
- Book reviews – ~~r~~Reviews ~~on~~ ~~of~~ new books
- Sports page – ~~s~~Sports results, events and personalities
- Activities – ~~a~~Activities in the town such as concerts or museum exhibits.
- Motoring page – new cars, petrol price increases etc.
- Letters to the editor – ~~o~~pinion letters written to the editor, which are ~~i~~nvaluable resources, as most of the letters are complaints about bad service ~~— It is a chance~~ an opportunity for the public Relations practioner to write back and correct ~~the problem~~.
- Editorial column – the editor sometimes comments on current issues, often of a political nature
(Any 5 ~~xx~~ 2)

3.5

- The topic, which must be interesting and newsworthy
- The title ~~for~~ of the story – the sub-editor will write the headline
- The date – editors hate old material
- A reference number
- The name and address of the company
- The name, telephone number, cellphone number and email address of a contact person who can be reached at all hours
(Any 5 ~~xx~~ 1)

(5)

3.6

- An invitation should be sent a week in advance. It should clarify the reason for holding ~~the press conference~~, give and indicate the principal speakers, the venue, date, ~~and~~ time and contact person.
- If there is urgent breaking news, call the relevant editors and hold the press conference immediately.
- For news to be broadcast in time, time limits must be considered.
- Choose a suitable place to accommodate the people involved.
- Confirm with the media representatives the day before the conference.
- The conference room must be prepared in advance.
- Press kits with the necessary information, copies of speeches, summaries of technical details, biographical notes etc. ~~must~~ be prepared and placed in folders.
- Identification labels for officials and media representatives must be prepared and handed out on arrival.
- Suitable refreshments should be provided.
(Any 5 ~~xx~~ 2)

(10)

3.7

- Human interest draws attention.
- Action adds interest to a photograph.
- Show the subject in use.
- ~~Author: I am not certain what is meant by this. Did you perhaps mean: The subject of the photo should be clear/obvious?>>~~
- Compose unique shots.
- Clarity of focus: ~~p-~~ Photographs should be in sharp focus.
- Ascertain the type of photograph needed. — (Any 5 ~~x~~ 1)

(5)
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QUESTION 4

4.1

- The topic
- The title
- The date
- A reference number
- Name and address of the company
- Name and contact details of contact person (Any 5 ~~x~~ 1)

(5)

4.2

- Who
- What
- When
- Where
- Why (5 x 1)

(5)

4.3

- Dealing honestly.
- Understanding the media and journalists' work methods.
- Being aware of the rules for each media type.
- Understanding what is topical.
- Being vigilant of deadlines.
- ~~Don't kill~~ Not killing the story.
- Knowing the media has the last word.
- Being empathetic.
- Being courteous.
- Being helpful. — (Any 5 ~~x~~ 1)

(5)

4.4

- The corporate profile
- Financial highlights
- Corporate goals
- Group structure
- Director's profiles
- Chairman's statement
- Review of departments
- Analysis of shareholders
- Director's report
- Notice of annual general meeting (AGM) (Any 5 ~~x~~ 1)

(5)

1)

- 4.5
- Consumers support responsible organisations that support communities' interests.
 - Consumers ~~are more~~ will pay more for products and buy new products.
 - Suppliers give credit to trustworthy organisations.
 - Banks readily lends money to responsible borrowers ~~readily~~.
 - Investors are more likely to invest.
 - Authorities are more likely to consider requests.
 - ~~E~~Future employees prefer to work for such an organisation: it attracts future employees.
(Any 5 ~~xx~~ 2)

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- 4.6
- Stationery – ~~l~~Letterheads, envelopes, business cards, purchase forms, reports, forms, ~~s~~Statements, office memos
 - Literature – ~~b~~Brochures, pamphlets, catalogues, house journals, newsletters, annual reports
 - Transportation – ~~c~~Company cars, delivery vehicles, trucks
 - Packaging material – ~~c~~Cartons, labels, paper bags, plastic containers
 - Signs – all external and interior directional signs
 - Marketing/sales material – ~~s~~Sales manuals, trade and business magazines, corporate uniforms, booklets and direct mail
 - Employee information sources – ~~p~~Policy, staff and safety manuals, house journal and name plates.
 - Dining accessories – cups and saucers, plates, ashtrays and menus
 - Operational materials – sales slips, cheque books, credit cards, withdrawal/deposit slips and gift vouchers
 - Clothing – ~~u~~Uniforms, overalls, pocket and lapel badges
 - Gifts – ~~c~~Calendars, ties, cufflinks
(Any 10 ~~xx~~ 1)

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- 4.7
- 4.7.1 This is the atmosphere in an organisation: hHow people behave toward each other.
~~E~~e.g. staff are happy with the management style, the amount of remuneration, the way performance appraisals are conducted ~~etc.~~
- 4.7.2 These are the expectations, beliefs, ~~as well as~~ norms, values and attitudes shared by the employees.
~~E~~e.g. ~~w~~Working hours, forms of dress, formal/informal modes of address ~~etc.~~
- 4.7.3 This is the image that the company wants to portray.
~~E~~e.g. the identity as established through the name of the company,

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the logo, slogan, typography and house colour.

- 4.7.4 ~~The~~ This is the way the public sees the organisation; t ~~Their~~ impression they create.
~~E~~e.g. ~~s~~Some people see Mercedes as an old ~~-~~person's car, while Mercedes is trying to appeal ~~more~~ to a younger market.
(4 x 2)

(4 x 2)
2)

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- 4.8
- The pPublic rRelations pPractitioner should try to manage the image portrayed of the company that is portrayed in the media.

•

It is important to mMake ing sure that all correspondence from the company adheres to the branding requirements of the company (logo, colour, font type etc.).

•

Any reasonable answer from given by the student.

(Any relevant 2 x 1)

(2)

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