



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1420(E)(J20)H

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

20 June 2017 (X-Paper)
09:00–12:00

This question paper consists of 5 pages and 1 addendum.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
PUBLIC RELATIONS N5
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 Analyse the scenario in the ADDENDUM (attached) with reference to the SEVEN key elements of a public relations programme. Use each key element as a heading in your answer. (7 × 2 + 26) (40)
- 1.2 Give PRISA's definition of *public relations*. (6)
- 1.3 State FOUR functions of the public relations practitioner. (4)
- [50]**

QUESTION 2

- 2.1 Illustrate, with the aid of a diagram, where Public Relations, as a subdivision of another department, fits into the organisation. (10)
- 2.2 You have to train the employees in your company on the correct way to receive visitors.
Describe FIVE guidelines that employees should keep in mind when receiving visitors. (5 × 2) (10)
- 2.3 State FIVE principles of employee communication. (5)
- 2.4 Name and explain SIX internal communication tools that can be used to convey information to employees. (6 × 2) (12)
- 2.5 Briefly explain the following terms and provide an example of each.
- 2.5.1 Downward communication
- 2.5.2 Upward communication
- 2.5.3 Diagonal communication
- 2.5.4 Horizontal communication (4 × 2) (8)
- 2.6 State FIVE objectives of internal employee communication. (5)
- [50]**

QUESTION 3

- 3.1 Name FIVE objectives of communication in public relations. (5)
- 3.2 Give FIVE personal characteristics of a successful negotiator. (5)
- 3.3 Choose a description from COLUMN B that matches a negotiation technique in COLUMN A. Write only the letter (A–E) next to the question number (3.3.1–3.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.3.1	Face to face	A	used when the issue is trivial or when parties need to cool down before facing an issue
3.3.2	Smoothing	B	minimising differences while emphasising common interests
3.3.3	Expansion of resources	C	identifying and resolving problems through open discussion
3.3.4	Compromise	D	each party giving up something of value
3.3.5	Avoidance	E	used when the conflict is caused by a scarcity of resources

(5 × 2) (10)

- 3.4 Name and give examples of FIVE columns in a newspaper. (5 × 2) (10)
- 3.5 You are asked by your manager to write a press release about the #Parabot launch at the Rand Show (see the scenario in the ADDENDUM).
- Name FIVE items that should be included in the content of a press release. (5)
- 3.6 As part of the #Parabot campaign, you have to arrange a press conference.
- Briefly outline FIVE arrangements that you need to keep in mind (activities that you have to perform) when organising the press conference. (5 × 2) (10)
- 3.7 Give FIVE practical hints to ensure good quality photographs. (5)

[50]

QUESTION 4

- 4.1 Name FIVE items of content that must be included in a media release. (5)
- 4.2 It is important that the first paragraph of a press release contains the five W's.
What do the five W's stand for? (5)
- 4.3 One of the key performance areas of a public relations practitioner is to maintain good relations with the media.
List FIVE factors that will influence the relationship of the public relations practitioner with the media. (5)
- 4.4 Name FIVE items that must be included in an annual report. (5)
- 4.5 Give FIVE advantages for a company that has a good corporate image. (5 × 2) (10)
- 4.6 As part of the #Parabot campaign, the company logo will be printed on various organisational materials.
Name TEN items on which the logo can be printed. (10)
- 4.7 Define the following and give an example of each:
- 4.7.1 Corporate climate
 - 4.7.2 Corporate culture
 - 4.7.3 Corporate identity
 - 4.7.4 Corporate image
- (4 × 2) (8)
- 4.8 How do you think a company's image can be established? (2)
- [50]**
- TOTAL: 200**

ADDENDUM

#Parabot - Africa's largest superhero takes the rhino fight to the Rand Show

ISSUED BY: THE RAND SHOW | 1 APR 2015 10:35

What stands nearly ten metres tall, weighs a ton, has the body of an Mbombe 6 armoured vehicle and is on a mission to raise awareness of Africa's endangered wildlife? The answer can be found at the Rand Show in April 2015.

It's #Parabot, Africa's largest superhero robot developed to showcase Africa's defence technologies and raise awareness of the plight of Africa's threatened wildlife populations.

Towering over the entrance of the Rand Show's Science & Technology hall and topped with its massive rhino horn, #Parabot is a big statement from Africa's largest privately-owned defence and aerospace company, Paramount Group: that the defence industry can play a significant role in fighting poaching through the provision of technologies, equipment and training.

To develop and promote #Parabot, the Paramount Group has partnered with the Ichikowitz Family Foundation, a charitable foundation leading efforts to find new and innovative ways to support national parks in South Africa and other African countries in their fights against poaching.

"#Parabot is a symbol of resistance, a symbol of the fight back, and a message to the criminal gangs who are behind the slaughter that we will not give up on Africa's wildlife heritage," says Eric Ichikowitz, marketing director of the Paramount Group. "The defence industry is in a unique position to strengthen conservation efforts. We have technologies and equipment that are making a real difference."

Over the last two years, the Paramount Group has committed its resources to supporting conservation efforts through the provision of aerial platforms, combat training programmes for park rangers and, more recently, the establishment of South Africa's largest K9 facility that trains detection and ranger dogs for anti-poaching patrols.

Paramount is activating a fund-raising drive as part of #Parabot's presence at the Rand Show. Visitors can make a rhino pledge by adding their handprint to the Mbombe armoured vehicle at #Parabot's feet, and stand a chance to win 'The Ultimate Bush Ranger Experience', an unforgettable day at Paramount's Anti-Poaching and K9 Academy in Magaliesberg, including transport, breakfast and lunch.

Come and experience how Paramount trains the amazing dogs that catch poachers across the country. Watch the dogs detect rhino horn, track down poachers and even jump from helicopters.

All proceeds from the Rand Show rhino pledge will go towards fighting rhino poaching.

Visitors can also enter the #Parabot Selfie competition, where the best selfie with #Parabot will win an Apple iPad.