



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
PUBLIC RELATIONS N5**

26 NOVEMBER 2015

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1 Define the situation/situation analysis: ✓✓ (2)
- Apple is launching their new iWatch✓
 - Launch takes place worldwide (Apple Conference Centre, Johannesburg) ✓
 - The organiser must be indicated (Apple Inc.) ✓
 - The date/time when the activity is taking place✓
 - It is a once-off event ✓ (Any 4 from this list x 1) (4)
- Set objectives: ✓✓ (2)
- To promote the launch of the iWatch✓
 - To introduce the users to the features of the iWatch✓
 - To gain loyal Apple customers✓
 - To raise awareness of the product✓
 - Any reasonable objective✓ (Any 4 from this list x 1) (4)
- Identify stakeholders/target group: ✓✓ (2)
- Employees✓
 - Sponsors✓
 - Businesses and industries✓
 - Customers✓
 - Suppliers✓
 - Shareholders✓
 - Any reasonable stakeholder✓ (Any 3 from this list x 1) (3)
- Develop the message: ✓✓ (2)
- Any reasonable message that goes with the launching of their new iWatch✓✓ (2)
- Plan of action/activities: ✓✓ (2)
- Printing of promotional material (T-shirts, caps, etc.) ✓
 - Pamphlets✓
 - Preparing stalls✓
 - Presentations✓
 - Advertising in media✓
 - DJs at events✓
 - Caterers✓
 - Any suitable promotional activities✓ (Any 5 from this list x 1) (5)
- Determine the budget: ✓✓ (2)
- Labour✓
 - Admin costs✓
 - Overhead costs✓
 - Hiring costs – venues for functions✓
 - Promotional costs – press releases, printing promotional materials, etc. ✓
 - 10% contingency✓ (Any 4 from this list x 1) (4)

Feedback and evaluation: ✓✓

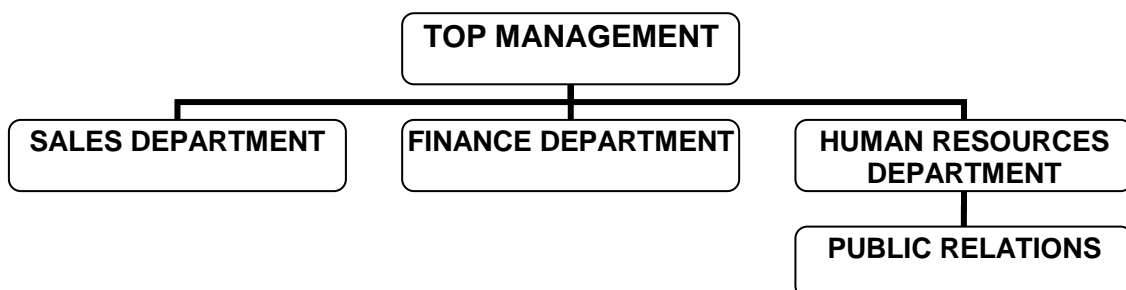
- Amount of publicity✓
- General feedback✓
- Radio and television broadcast returns✓
- Attendance✓
- Sales✓
- Any reasonable feedback and evaluation✓ (Any 4 from this list x 1) (4)

- 1.2
- Public Relations is the management
 - through communication of
 - perceptions and
 - strategic relationships between the
 - organisation and its
 - internal and external stakeholders. (Any 4 x 1) (6)

- 1.3
- The aim of public relations is to promote✓ and improve✓ the image✓ or the public opinion of an organisation so that positive relations✓ can be sustained between the organisation and its target groups. (4 x 1) (4)
- [50]**

QUESTION 2

2.1



(5 x 2) (10)

- 2.2
- Mission and policy of the organisation
 - Historical survey of the organisation
 - Corporate strategy (long term and short term)
 - All services/products
 - Telephone lists/fax numbers of personnel
 - External target groups
 - Instructions and regulations concerning the use of communication
 - Tips and information about letter writing etiquette
 - Instructions regarding provision and distribution of publications
 - Information: special occasions
 - Organisational structure
 - Tips on telephone etiquette
 - Corporate social responsibility and community involvement (Any 5 x 1) (5)

2.3 Positioning of body:

- Western – stand to show respect
- African – sit down to show respect
- Eastern – bow to show respect

Hand gestures:

- Used extensively in South Europe/Middle East
- Western Europeans are more conservative (in their gestures)

Facial expressions

- Smile – Japanese use it to mask feelings
- Westerners – show joy
- Africans – can show wonder, embarrassment, surprise

Personal space

- Differs per culture
- Americans/Africans closer than the British

Body contact

- Some cultures - out of place – regarded as offensive
- Arabs, Jews and Eastern Europeans like touching
- English, Germans, Northern Europeans and Asians dislike body contact

Eye contact

- Westerners – no contact implies dishonesty
- Africans – no contact eye contact it shows respect (Any 5 x 3) (15)

- 2.4
- Keep employees informed about their role in the business
 - Create awareness that personal success is linked to business success.
 - Increase productivity and awareness of provision of quality service
 - Provide useful information
 - Create awareness of the company's goals
 - Help employee to be familiar with the job and company.
 - To help employees realise that their job is important
 - To create awareness that staff are ambassadors (Any 5 x 1) (5)

- 2.5
- Bulletin boards
 - House journals
 - Annual report to staff
 - Meetings
 - Seminars
 - Public address system
 - Reading racks
 - Videos, slides and films
 - E-mail/Intranet/Website (Any 5 x 1) (5)

- 2.6
- Feature supplements
 - Column writers
 - Society column
 - Drama, films
 - Business and finance
 - Women's page
 - Book reviews
 - Sports page
 - Activities
 - Motoring page
 - Letters to the editor
 - The editorial column
- (Any 10 x 1) (10)
[50]

QUESTION 3

- 3.1
- Communication skills
 - Writing skills
 - Speaking skills
 - Interpersonal (relationship) skills
 - Multilingual skills
 - General management skills
 - Financial skills
 - Information technology skills (computer skills)
 - Problem-solving skills
 - Decision-making skills
 - Networking, training and people skills
 - Negotiation skills
 - Time management skills
 - Sound cultural background
 - Administration skills
- (Any 5 x 1) (5)
- 3.2
- | | |
|-------|---|
| 3.2.1 | C |
| 3.2.2 | E |
| 3.2.3 | F |
| 3.2.4 | A |
| 3.2.5 | B |
- (5 x 1) (5)

- 3.3
- Do not phone an editor and ask whether your story has been used.
 - If you break rule number one and the editor says that he/she does recall using the story, don't ask for a copy of the article to be faxed to you.
 - Do not fax a copy of a story and then get one of your junior staff to phone an hour later to ask if it will be used.
 - Do not send photographs by fax.
 - Do not send twelve page press releases without first establishing relevance.
 - Get the editor or journalist's name right.
 - First find out whether there is a product or technical section before addressing editorial information to any of these departments.
 - Call an editor if you have an item of interest and discuss relevance or angles.
 - Stick to deadlines especially when you have called and established that a story will be accepted.
 - Do not try to bribe the editor with promises of advertising. (10 x 1) (10)
- 3.4
- Openness
 - Active listening skills
 - Integrity
 - Objective (unemotional)
 - Patience
 - Skills (expert)
 - Experience
 - Prepared
 - Confident
 - Respectful/diplomatic
 - Articulate
 - Bold
 - Direct
 - Perceptive (Any 5 x 1) (5)
- 3.5
- Paper size - should be a white A4 page
 - Headings – should clearly be marked PRESS RELEASE
 - Title – CAPS - type in capitals
 - Space – 40 mm between heading and title
 - Underlining – do not underline any part of the press release; it is a printer's mark meaning 'italics'
 - Margins – at least 40 mm on either side of paper
 - Spacing – double line spacing
 - One side – type one side only
 - Subheading – use a subheading if it is lengthy
 - Cues – 'more' at bottom of each relevant page/END at bottom of last page
 - Continuous pages – number each page
 - Names of people – use titles
 - Embargo or time limit – state date and reason. Release date
 - House style – ascertain and use (Any 10 x 1) (10)

- 3.6
- Feature articles are planned news about a specific topic, unlike a press release that can be hard or soft news that is not prepared in advance.
 - Feature articles are usually long articles. Press releases contain only essential facts and are brief.
 - The first paragraph in a feature article does not contain all the important information. The first paragraph of a press release contains all the important information.
 - A feature article is usually exclusive and supplied to only one media source. A press release is sent to many media sources.
 - A writer's name is usually given with a feature article. A press release does not reveal the writer's name, only a contact person.
 - Feature articles include descriptive language, interesting facts and are illustrated with photographs.
 - Feature articles are often used as a source of reference, as they contain detailed information. Press releases only contain essential information.
- (Any 5 x 2) (10)
- 3.7
- It lends greater impact to the written word.
 - It lends authenticity to the written message.
 - It speak directly to people.
 - It breaks the monotony of printed columns.
 - It lends aesthetic value to the written message.
 - It can convey an immediate message.
 - It helps to summarise and support the written message.
 - Good photographs can often get it published.
- (Any 5 x 1) (5)
[50]

QUESTION 4

- 4.1
- Event programme
 - Press release
 - Fact sheet
 - CVs of speakers
 - Copies of all speeches
 - Visual materials like good photographs
 - Additional information like a general news story
 - Page with individual facts that is often incorporated into the copy
- (Any 5 x 1) (5)
- 4.2
- Clients determine the long-term future of the company. Without customers a company cannot exist.
 - Good service leads to customer loyalty, increased market share, higher employee satisfaction and ultimately, higher profit.
 - Satisfied customers will insist on the same brand in future; they will remain brand loyal.
 - Consumers have formed powerful groups worldwide. Not all citizens in SA share the same commitment, but are spearheaded by consumer journalists.
- (4 x 2) (8)

- 4.3
- The colour must be suitable for the content.
 - The design must be balanced.
 - The style must be up to date.
 - The logo must be suitable for the company.
 - It must be unique.
 - It must be memorable.
- (Any 5 x 1) (5)
- 4.4
- Stationery
 - Literature
 - Transportation
 - Packaging material
 - Signs
 - Marketing/sales material
 - Permanent exhibits
 - Employee information sources
 - Architecture
 - Dining accessories
 - Operational materials
 - Community halls
 - Taxi/bus/train depots
- (Any 5 x 1) (5)
- 4.5
- 4.5.1 Corporate identity – how an organisation is physically seen and identified by people
- 4.5.2 Corporate image – people's opinion and impression of the organisation
- (2 x 2) (4)
- 4.6
- Nature of the product
 - Performance of products
 - Acceptable to target audience
 - Packaging
 - Flexibility/dynamic
 - Pricing policy
 - Value for money offered
 - Budget or upmarket
 - Advertising
 - Sales promotion activities
 - PR activities
 - Action of overseas parent and home country
 - National or international organisation
 - Size of enterprise
 - Type of venue
 - Rendering of services
 - Safety of venue
 - Labour relations
- (Any 10 x 1) (10)

4.7	<ul style="list-style-type: none">• Initial briefing and research – the first phase is concerned with gathering information on the organisation.• Design and conceptual work – during this design phase, elements like the company name, trade mark, logo, slogan and typeface should be evaluated.• Drawing up a manual – it specifies exactly how and where visual items should be used.• Implementation of the programme – all staff involved in the implementation must conform to the prescribed specifications and standards.	(4 x 2)	(8)
4.8	<ul style="list-style-type: none">• History• Communication• Symbols• Strategy• External environment	(5 x 1)	(5)
			[50]
		TOTAL:	200