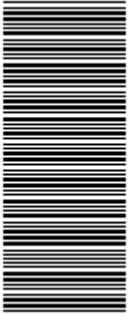


201511H230



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N1250(E)(N26)H
NOVEMBER EXAMINATION
NATIONAL CERTIFICATE
PUBLIC RELATIONS N5**

(5070035)

**26 November 2015 (X-Paper)
9:00–12:00**

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

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. Answer ALL the questions within the practical context of the given situation.
 5. Start each question on a NEW page.
 6. Neatness, style and layout of answers are important.
 7. Write neatly and legibly.
-

QUESTION 1

- 1.1 Apple Inc. CEO, Tim Cook, announced yesterday that Apple will be launching their new iWatch worldwide in March 2015. The largest of the events will be held at the Apple Conference Centre in Johannesburg. They request you, the Public Relations Practitioner, to plan a public relations programme for the launch.

Prepare and write out a public relations programme plan by using the SEVEN key elements. Use each key element as a heading for your answer.

((7 x 2) + 26)

(40)

- 1.2 Define *public relations* according to PRISA's definition. (6 x 1) (6)

- 1.3 In a definition format, write what the main aim of public relations is. (4 x 1) (4)

[50]

QUESTION 2

- 2.1 Draw an organogram/organisational structure illustrating public relations as a subsection of another department. (5 x 2) (10)

- 2.2 As a public relations practitioner, it is important that you have thorough knowledge and information regarding the functioning of an organisation.

Name FIVE pieces of frontline information that every public relations manual should have. (5 x 1) (5)

- 2.3 During the launch of the iWatch, hundreds of stakeholders from around the world will be attending the events at the conference centre (Johannesburg). As a public relations practitioner, you are aware that cultures differ in terms of their non-verbal communication and the last thing you want is to offend your guests.

Name and discuss FIVE examples of cross-cultural, non-verbal cues/conventions that you should be aware of and observe. (5 x 3) (15)

- 2.4 One of the objectives of internal communication is to explain policies to staff members.

Briefly state FIVE additional objectives of internal communication. (5)

- 2.5 The CEO asks you to inform employees about changes in company policy.

Name FIVE instruments of internal communication that would allow you to inform the employees of the changes. (5 x 1) (5)

- 2.6 Name 10 types of columns that generally appear in newspapers. (10 x 1) (10)
[50]

QUESTION 3

- 3.1 Name FIVE business skills that a public relations practitioner should have. (5 x 1) (5)
- 3.2 Choose a description from COLUMN B that matches a term/phrase in COLUMN A. Write only the letter (A–G) next to the question number (3.2.1–3.2.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
3.2.1	Downward communication	A communication that arises from social interaction between employees
3.2.2	Upward communication	B communication that flows along the lines of the organisational structure
3.2.3	Grapevine	C communication that flows in a hierarchical order from the higher authority to the subordinates
3.2.4	Informal communication	D a system of developing professional contacts and networks
3.2.5	Formal communication	E communication that flows from employees to the top management and follows the hierarchical route upward
		F a verbal method of conveying information based on hearsay or rumours
		G communication takes place between workers on the same level in the organisation structure because many departments are interdependent

- 3.3 Briefly describe the 10 golden rules to be followed when relating to the media, according to PRISA. (10 x 1) (10)
- 3.4 Good communication is important during negotiations, but it is also important that the negotiator should possess certain characteristics.
- Name FIVE characteristics of a good negotiator. (5)

- 3.5 Your supervisor requests you to draft a press release for the launch of the new iWatch.
State 10 technical aspects that you should keep in mind when drafting the press release. (10 x 1) (10)
- 3.6 Discuss FIVE differences between a *press release* and a *feature article*. (5 x 2) (10)
- 3.7 State FIVE advantages of photographs. (5 x 1) (5)
[50]

QUESTION 4

- 4.1 You are eagerly preparing for the launch of the iWatch and one of the items that need to be prepared is a press kit.
State the FIVE items that should be included in the press kit. (5 x 1) (5)
- 4.2 Give FOUR reasons why customers are important to a company. (4 x 2) (8)
- 4.3 One of the ways customers recognise a company is by its logo.
State FIVE characteristics of a good logo. (5 x 1) (5)
- 4.4 Name FIVE items on which a logo can be printed. (5 x 1) (5)
- 4.5 Briefly explain the following terms:
- 4.5.1 Corporate identity
- 4.5.2 Corporate image (2 x 2) (4)
- 4.6 State 10 factors that can have an influence on a company's corporate image. (10)
- 4.7 Name and describe FOUR implementation phases of a corporate identity programme. (4 x 2) (8)
- 4.8 Within an organisation, different rules and procedures exist that reflect the organisational culture.
Name FIVE factors that can influence the corporate culture. (5 x 1) (5)
[50]

TOTAL: 200