

2013/11/23/0



# higher education & training

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

N1250(E)(N22)H  
NOVEMBER EXAMINATION  
NATIONAL CERTIFICATE  
PUBLIC RELATIONS N5

(5070035)

22 November 2013 (X-Paper)  
09:00–12:00

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**

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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 each question on a NEW page.
  5. Note the mark allocation in this question paper.
  6. Neatness, style and layout of answers are important.
  7. Answer ALL the questions within the context of the given situation.
  8. Write neatly and legibly.
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**QUESTION 1**

- 1.1 Your college wants to host a market day where all the N4 Business Management students will be participating as part of their curriculum especially in Entrepreneurship. As a public relations practitioner, you know that the public relations programme forms the core of the public relations tasks.

Plan a public relations programme for the market day using the SEVEN key elements of a public relations programme. Use each key element as a heading for your answer.

(7 x 2 + 26) (40)

- 1.2 Name FIVE areas where public relations can play a meaningful role in South Africa.

(5 x 2) (10)

[50]

**QUESTION 2**

- 2.1 Graphically illustrate public relations as a subsection of another department by means of an organogram/organisational structure.

(15)

- 2.2 The field of public relations calls for diversity of skills and abilities.

List and explain FIVE skills and abilities of a public relations practitioner.

(5 x 3) (15)

- 2.3 Public relations practitioners should keep up to date with new information.

Identify FIVE ways in which you as a public relations practitioner can achieve this.

(5 x 2) (10)

- 2.4 The public relations practitioner uses communication to influence individuals or groups in a modern organisation and to change specific behaviour and thinking.

State FIVE objectives of communication.

(5 x 2) (10)

[50]

**QUESTION 3**

Read the following case study and then answer the questions.

Claudia works as a receptionist for a company known as X-Factor. One day, while working at her desk, a man entered and enquired about their services.

'Please sit there, I will be with you in a minute', she said, pointing to a chair. Claudia continued with her daily work and neglected the client. After an hour the client again asked for help, because he was in a hurry.

Claudia responded by saying 'Look me in the eye when you speak to me!'

She also indicated that she was very busy and that it should be better for the client to return the next day.

- 3.1 As a public relations practitioner, identify FIVE guidelines you can share with Claudia to keep in mind when receiving visitors. (5 x 3) (15)
- 3.2 Claudia indicated that the client should look her in the eyes. This shows that she lacks understanding of cultural diversity.
- Name and describe FIVE differences in cross-cultural nonverbal communication. (5 x 2 + 5) (15)
- 3.3 Name and discuss TEN instruments of internal communication. (10 x 2) (20)
- [50]**

**QUESTION 4**

- 4.1 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (4.1.1–4.1.5) in the ANSWER BOOK.
- 4.1.1 An attempt to influence public opinion by means of true or false assertions, ideas or news reports
- 4.1.2 The paid impersonal marketing message about a product or service that satisfies the needs of a specific market
- 4.1.3 The management, through communication, of perceptions and strategic relationships between an organisation and its internal and external stakeholders
- 4.1.4 Communication between employees that does not require official approval
- 4.1.5 The convictions, expectations, beliefs as well as the norms and values that are shared by the members of the organisation (5 x 3) (15)

4.2	State FIVE factors that may influence your choice of media.	(5 × 2)	(10)
4.3	Describe FIVE requirements for photograph captions.	(5 × 2)	(10)
4.4	There are various factors that influence and reflect corporate culture. Name FIVE of these factors.		(5)
4.5	A public relations practitioner is responsible for, amongst others, the design of the organisation's logo in consultation with a graphic artist. There are however characteristics of a good logo to bear in mind. Describe FIVE of these characteristics.	(5 × 2)	(10)
		<b>TOTAL:</b>	<b>200</b>