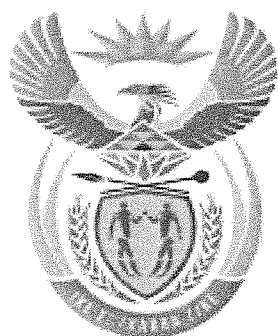


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# higher education & training

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

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**JUNE EXAMINATION**

**PUBLIC RELATIONS N5**

**3 JUNE 2013**

**This marking guideline consists of 8 pages.**

**QUESTION 1**

1.1 SEVEN key elements (7 x 2 =14) for naming each key element  
Application of key elements (26) maximum points are indicated

- A        • A welcoming function for employees held at the Kolping guest house (4)
- B        Set objectives  
         • To welcome new employees who worked best for the year (4)  
         • To make employees feel part of the organisation
- C        • Employees (4)  
         • Sponsors  
         • Speakers
- D        Develop the message  
         • Any reasonable answer (2)
- E        Plan of action/activities  
         • Presentations  
         • Speakers  
         • Any suitable promotional activities (6)
- F        • Labour  
         • Overhead costs  
         • Hiring costs – venues for function  
         • Promotional costs – press releases, printing promotional materials or any applicable answer (4)
- G        Feedback and evaluation  
         • Amount of publicity  
         • General feedback  
         • Radio and television broadcast returns  
         • Attendance (4)

- 1.2 FIVE advantages of a company with a positive image
- Consumers support responsible organisations that support communities' interests
  - Consumers are more likely to pay more for products and buy new products
  - Suppliers give credit to trustworthy organisations
  - Banks lends money to responsible borrowers readily
  - Investors are more likely to invest
  - Authorities are more likely to consider requests
  - Prospective employees are attracted
  - Attract visitors and tourists
- (5 × 2)      (10)  
[50]

**QUESTION 2**

- 2.1      2.1.1      E
- 2.1.2      D
- 2.1.3      F
- 2.1.4      A
- 2.1.5      C
- (5 × 3)      (15)
- 2.2 FIVE objectives/functions of non-verbal communication
- Repetition
  - Emphasis
  - Contradiction
  - Complementing
  - Regulating
  - Replacing
- (Any 5 × 2)      (10)

## 2.3

- Induction programmes:
  - Used to inform new members about the organisation's working conditions
  - Lays effective basis for interpersonal communication
- Training manual:
  - Contains all information employee needs to know
- Bulletin boards:
  - Should be updated regularly
  - Should be attractive and not 'tired'
  - Contains news, instructions, photographs
- House journals:
  - Contains reports of the organisation's managers
  - Staff personal news/achievements
  - Aim – strengthen relations between management
  - Published monthly – large organisations weekly
- Annual report to staff:
  - Simplified version of annual report
  - Made available to all employees
  - Contains financial status/operational development
  - Future plans, social involvement, training programmes
- Meetings:
  - Enable direct interpersonal interaction with a free flow of information
  - Discuss any relevant matters
- Seminars:
  - Exchange of information between management and supervisors is helpful
  - E.g. exchange between marketing and PR personnel regarding market research
- Suggestion box:
  - Employees are invited to post suggestions, e.g. increased productivity, saving costs
  - Prominent position – exchange info between marketing and PR
- Grapevine:
  - Informal communication
  - May be used constructively or destructively
- Closed-circuit television:
  - Used during training/induction/open days
- Reading racks:
  - Organisation booklets, brochures, pamphlets
  - Inexpensive
- Videos, slides and films:
  - Used in training/induction programmes
  - Regarding services, products, safety, procedures, benefits
  - Some companies produce a staff video as well as a staff journal
- Open days:
  - For staff and family
- Social functions:
  - Year-end functions
- Product exhibitions:
  - Raw materials or final products

- Public announcement system:
  - Offices and layouts
- Service awards:
  - For service delivered

(5 × 3) (15)

## 2.4 FIVE guidelines/rules when receiving visitors

- Notify reception that you are expecting a visitor
- Meet the visitor yourself or ask the secretary to meet the visitor at reception
- Offer your visitors refreshments or something to read while waiting
- Hold the door open for the visitor
- Stand up and shake hands
- Shake hands at conclusion of the meeting
- Escort visitors out to the door when leaving
- Greet any visitor in reception area
- Never keep visitors waiting
- Direct any visitor to the correct office

(5 × 2) (10)  
[50]**QUESTION 3**

3.1 3.1.1 • Incidental news (2)

3.1.2 SIX questions regarding a comprehensive article, are they answered?

- WHO – The Minister of Health Dr Aaron Motsoaledi
- WHAT – Ministerial Advisory Committee
- WHERE – Pretoria
- WHEN – 8 January 2013
- WHY – Diseases such as cancer and non-communicable diseases such as diabetes are leading causes of preventable mortality and morbidity in South Africa
- HOW – Establishment of the Ministerial Advisory Committee

(6 + 6 × 2) (18)

## 3.2 FIVE key elements of an annual report

- Corporate profile
- Financial highlights
- Group structure
- Director and management profile/board of directors
- Chairperson's report
- Review of the department

(Any 5 × 2) (10)

## 3.3 Different columns that appear in newspapers

- Women's page
- Children's corner
- Motoring page
- Sports page
- Tourism/travel
- Business and industry pages
- Book reviews
- Drama or film reviews
- Home and garden
- Editorial column

(Any 5 × 2) (10)

## 3.4 FIVE types of specialised magazines and examples

- Womens – Sarie, Rooi Rose, Fair Lady, Cosmopolitan, Marie Claire
- Mens – GQ, FHM, Car
- Youth – Talk, YoungTime, Top 40
- Financial – Financial Mail, Financial Week, Finansies en Tegnies
- Farmers – Farmers Weekly, Landbou Weekblad
- Entertainment – Video Scene, Top 40 Music
- Professional – Career Success, Management Today
- Hobbyist – any appropriate title

(Any 5 × 2) (10)  
**[50]**

**QUESTION 4**

- 4.1
- Basic fact sheet – relevant details
  - Contact person – details
  - Historical fact sheet – historical details
  - Programme of events – time schedules
  - List of all participants – biographical details
  - Visual material – transparencies, photos
  - Longer, general news story
  - Two/three feature articles
  - Fact sheet
  - Brochures

(Any 5 × 3) (15)

- 4.2
- Size of the organisation
  - National or international standing
  - Nature of the business
  - Performance of products
  - Employees and sales staff
  - Type of management
  - Labour relations
  - Value for money offered
  - Pricing policy
  - Share earnings record
  - Corporate logo
  - Premises
  - Public relations activities
  - Action of competitors
  - National identity
  - Rendering a service
  - Advertising

(Any 5 × 3) (15)

- 4.3
- FIVE requirements for a photograph caption
- Captions must be complementary
  - Identify the source of the photo
  - An embargo or time limit placed on the use of a photo must be clearly indicated
  - Names of people
  - Appropriate and truth captions
  - Beware of repetition of information

(Any 5 × 2) (10)

## 4.4 FIVE items on which a logo can be printed

- Stationary
- Literature
- Transportation
- Packaging material
- Signs
- Marketing/sales material
- Permanent exhibits
- Employee information sources
- Architecture
- Dining accessories
- Operational materials
- Community halls
- Taxi/bus/train ranks/depots

(Any 5 × 2) (10)  
[50]

**TOTAL: 200**