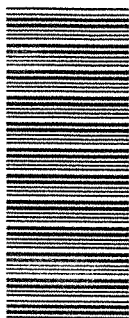


0000000000



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1300(E)(J12)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

12 June 2014 (Y-Paper)
13:00–16:00

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. Note the marks allocation in this question paper.
 5. Write neatly and legibly.
-

QUESTION 1

- 1.1 One of the steps in a public relations programme is to determine the target audience.

Identify any FIVE external stakeholders in the programme and then analyse the importance of each.

(5 x 2) (10)

- 1.2 By providing examples, differentiate between the different *internal* and *external media* that can be used during the 'Define Activities' phase of a public relations programme.

Copy the following TABLE into your ANSWER BOOK and use it to tabulate your answers.

(10)

INTERNAL	EXTERNAL

- 1.3 Give PRISA's definition of *public relations* and briefly describe each of the key elements of the definition.

(5 x 2) (10)

- 1.4 An important aspect of a public relations practitioner's job is to know how to access information.

Briefly discuss FIVE sources where information about different people, organisations and services can be obtained.

(5 x 2) (10)

- 1.5 When public relation practitioners are in a staff function, it means that they only serve as advisors to management.

Clearly demonstrate this statement by drawing an organisational chart of a company, indicating public relations as a staff function.

(10)
[50]

QUESTION 2

- 2.1 Read the following scenarios and indicate whether it is upward, downward, horizontal or diagonal communication.

2.1.1 Two secretaries discuss the launch of an upcoming new product. (2)

2.1.2 The public relations practitioner asks her secretary to type the public relations programme. (2)

2.1.3 A sales representative communicates with the production manager to enquire about the availability of a product. (2)

2.1.4 The public relations practitioner submits a report to the director of the company. (2)

- 2.2 Give SIX examples of the internal communication tools which companies use to communicate with their employees and briefly describe each tool. (6 x 2) (12)
- 2.3 It is essential that management communicate regularly with employees in order for them to stay productive and motivated.
- Briefly explain FOUR aims of internal public relations communication. (4 x 2) (8)
- 2.4 Distinguish between *formal* and *informal communication* by giving an appropriate example of each. (2)
- 2.5 Different communication styles are used by the public relations practitioner during different occasions.
- Name and describe FIVE styles of communication that can be used by the public relations practitioner. (5 x 2) (10)
- 2.6 Name FIVE objectives of communication in public relations, and give examples of situations where these objectives can be applied. (5 x 2) (10)
- [50]**

QUESTION 3

- 3.1 Give a brief description of the following terminology commonly used in the print media:
- 3.1.1 Embargo (2)
- 3.1.2 Deadline (2)
- 3.1.3 Readership (2)
- 3.1.4 Circulation (2)
- 3.1.5 Copy (2)
- 3.2 List FIVE factors that need to be considered when choosing the appropriate media. (5)
- 3.3 A *feature article* and a *news article* are two different forms of writing.
- Point out their differences by writing down their characteristics in a TABLE. For this purpose, copy the TABLE below in the ANSWER BOOK and complete it. (10)

FEATURE ARTICLE	NEWS ARTICLE

- 3.4 You have asked one of the company employees to take photos during a launch that you organised.
- Give the inexperienced photographer FIVE practical hints for ensuring good quality photographs. (5)
- 3.5 One of your assistants wrote a press release which will be printed in international newspapers.
- Analyse the press release on ADDENDUM A and list the technical and layout mistakes that he made in compiling the press release. (5 x 2) (10)
- 3.6 One of the methods that companies use to communicate with their shareholders is an annual report.
- List the TEN items that should be included in an annual report. (10)
- [50]**

QUESTION 4

- 4.1 Differentiate the following terminology by giving a brief definition of each.
- 4.1.1 Corporate image (2)
- 4.1.2 Corporate culture (2)
- 4.2 There are several benefits that companies with a good corporate image enjoy.
- Briefly discuss FIVE of these advantages. (5 x 2) (10)
- 4.3 Name SIX factors which can influence a company's image and reputation. (6)
- 4.4 List TEN categories of organisational material on which a company logo can be printed. (10)
- 4.5 It was announced at the beginning of 2014 that Nike would be the official new technical sponsor of Bafana Bafana.
- 4.5.1 Briefly explain the concept of sponsorship. (2)
- 4.5.2 Explain FOUR ways in which good relations can be maintained with sponsors. (4 x 2) (8)
- 4.6 An organisation and the media that it uses are mutually dependent upon each other. It is therefore important to maintain good relations with the media.
- Name FIVE ways in which good press relations can be achieved by the public relations practitioner. (5 x 2) (10)
- [50]**

TOTAL: 200

ADDENDUM A**WHATSAPP FACEBOOK!**

MENLO PARK, CALIFORNIA. – February 19, 2014 – Facebook announced from their headquarters today that it has reached an agreement to acquire WhatsApp, a fast growing cross-platform cellphone messaging company, for approximately \$16 billion. This includes \$4 billion in cash and approximately \$12 billion worth of Facebook shares. The agreement provides for an additional \$3 billion in stock units to be granted to WhatsApp's founders and employees that will vest over four years subsequent to closing.

Some interesting facts about WhatsApp:

- Over 450 million people use the service monthly;
- 70% of those are active on a given day;
- Messaging volume approaching the entire global telecom SMS volume; and
- Continued strong growth, adding more than 1 million new users per day.

The acquisition supports Facebook and WhatsApp's shared mission to bring more connectivity and utility to the world by delivering internet services efficiently and affordably. The combination will help accelerate growth and user engagement across both companies.

'WhatsApp is on a path to connect 1 billion people. The services that reach that milestone are all incredibly valuable,' said Mark Zuckerberg, Facebook founder and CEO. 'I've known Jan for a long time and I'm excited to partner with him and his team to make the world more open and connected.'

Jan Koum, WhatsApp co-founder and CEO, said, 'WhatsApp's extremely high user engagement and rapid growth are driven by the simple, powerful and instantaneous messaging capabilities we provide. We're excited and honored to partner with Mark and Facebook as we continue to bring our product to more people around the world.'

Adapted from: <http://newsroom.fb.com/News/805/Facebook-to-Acquire-WhatsApp>