



**higher education  
& training**

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

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE  
PUBLIC RELATIONS N5**

**7 JUNE 2019**

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

**QUESTION 1**

- 1.1      **A    Define the situation/situation analysis**
- Women's Month breakfast
  - Any venue can be used
  - The organiser must be indicated (college)
  - The date/time when the event is taking place (Any date and time in August)
  - It is a one-off event
- (5)
- B    Set objectives**
- To celebrate women
  - To acknowledge women's contributions
  - To inspire women to become successful
  - Any reasonable objective
- (2)
- C    Identify stakeholders/target group**
- College
  - Female employees
  - Female students
  - Guest speakers
  - Sponsors
  - Businesses and industries
  - Community
  - Government
  - Any reasonable stakeholder
- (4)
- D    Develop the message**  
Any reasonable answer
- (2)
- E    Plan of action/activities**
- Printing of promotional material (programmes & tickets)
  - Decorations
  - Speeches
  - Advertising in media
  - Special guests at event
  - Caterers
  - Any suitable promotional activities
- (5)
- F    Determine budget**
- Labour
  - Travel costs
  - Admin costs
  - Overhead costs
  - Hiring costs – venues for events
  - Promotional costs – press releases, printing promotional materials, 10% contingency
- (4)

**G Feedback and evaluation**

- Extent of publicity
- General feedback
- Radio and television broadcast returns
- Attendance
- Any reasonable feedback and evaluation

Headings

(4)  
(7 × 2) (14)

- 1.2
- Lack of personal contact
  - Media flood
  - Multiculturalism
  - Rise of labour unions
  - Competition
- (5)
- 1.3
- Creating and improving the company image
  - Enhancing levels of understanding between everyone involved
  - Promoting goodwill, confidence and support
  - To broaden an organisation's sphere of influence
  - Analyse future trends and predict consequences
- (5)  
**[50]**

**QUESTION 2**

- 2.1
- It is important that visitors to a company are treated with courtesy
  - This applies to all staff, not only front-line staff
  - Visitors could be clients, representatives or personal visitors
  - Notify reception that you are expecting a visitor
  - Meet the visitor yourself or ask a secretary to meet visitor at reception
  - Offer visitors refreshments and something to read if they have to wait
  - Hold the door open for the visitor
  - Stand up and shake hands
  - Shake hands at the conclusion of the meeting
  - When visitors leave, escort them out
  - Greet visitors in the reception area
  - Direct visitors to the correct offices
  - Never keep visitors waiting
- (Any 10 × 1) (10)

- 2.2
- **Training manual:**  
Contains all information employee needs to know
  - **Bulletin boards:**
    - Should be updated regularly
    - Should be attractive and not look neglected
    - Contains news, instructions, photographs
  - **House journals:**
    - Contain reports of the organisation's managers
    - Staff's personal news/achievements
    - Aim – strengthen relations between management and staff
    - Published monthly – large organisations weekly
  - **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
    - For example exchange between marketing and PR personnel regarding market research
  - **Videos, slides and films:**
    - Used in training/induction programmes
    - Regarding services, products, safety, procedures and benefits
    - Some companies produce a staff video as well as a staff journal
- (Any 5 × 2) (10)
- 2.3
- Acknowledge the customer – greet them in a calm, friendly manner
  - Apologise – the client wants an apology, whether the mistake is yours or not
  - Clarify the situation – find out exactly what the problem is
  - Take responsibility – effective way to win a loyal customer
  - Be tactful – save the customer embarrassment if it was his/her fault
  - Confirm satisfaction – ensure that the customer is satisfied with the mutual agreement
  - Keep a journal – it will help prevent the problem from occurring again in future
  - Phone customers – if it is necessary, call customers to make sure the product was delivered or that they were happy with the outcome
- (Any 5 × 2) (10)
- 2.4
- To create awareness of the company's goals
  - To help the employee be totally familiar with the job and the company
  - To help them realise that personal and company's success are bound together
  - To help employees realise that their jobs are important
  - To create awareness that staff are ambassadors
- (5)

- To ensure that staff are fully informed about all developments in the organisation

- |     |  |                                     |
|-----|--|-------------------------------------|
| 2.5 | 2.5.1      B<br>2.5.2      D<br>2.5.3      E<br>2.5.4      A<br>2.5.5      C   | (5 × 1)      (5)                    |
| 2.6 | <ul style="list-style-type: none"> <li>• Controlling style</li> <li>• Egalitarian style</li> <li>• Structural style</li> <li>• Dynamic style</li> <li>• Relinquishing style</li> <li>• Withdrawal style</li> </ul>   | (6)                                 |
| 2.7 | <ul style="list-style-type: none"> <li>• Face-to-face meeting – a problem-solving meeting of the conflicting parties can be held in order to identify and resolve problems through open discussion</li> <li>• Expansion of resources – if conflict is caused by scarcity of resources</li> <li>• Smoothing – minimising differences while emphasizing common interests between the conflicting parties</li> <li>• Compromise – each party gives up something of value</li> <li>• Avoidance – used when the issue is a trivial one or when parties need time to cool down before facing an issue</li> </ul> | (Any 2 × 2)      (4)<br><b>[50]</b> |

### QUESTION 3

- |     |   |                       |
|-----|---|-----------------------|
| 3.1 | <ul style="list-style-type: none"> <li>• To interest/amuse – most magazines and some newspaper articles</li> <li>• To inform – newspaper article on AIDS statistics</li> <li>• To stimulate/impress – taking a VIP on a tour of the organisation</li> <li>• To motivate – writing to a NGO hoping to receive a donation or sponsorship</li> <li>• To coerce – telling talking employees that if they do not finish in time, they will have to work overtime</li> <li>• Persuade – persuading your CEO to allow you to try a new method of promoting the organisation</li> </ul> | (Any 5 × 2)      (10) |
| 3.2 | <ul style="list-style-type: none"> <li>• Company financial results</li> <li>• Senior staff changes</li> <li>• Obtaining large orders</li> <li>• Introduction of new products</li> <li>• Major modification of old products</li> <li>• Opening of a new factory</li> <li>• Rapid or emergency delivery</li> <li>• Improved working conditions</li> <li>• Fundraising projects</li> </ul>   | (5)                   |

- Community projects (Any 5 × 1)
- 3.3
- 3.3.1 News for which most people buy the newspaper.✓ Contained in first 4/5 pages✓ and covers issues such as disasters,✓ sports triumphs,✓ political events,✓ scandals,✓ war✓ or VIP weddings.✓ (Any 2 × 1) (2)
- 3.3.2 Articles usually less emotional in their content and impact.✓ Tends to be mostly local news,✓ for example opening of complex,✓ human interest,✓ animal interest,✓ fundraising.✓ (Any 2 × 1) (2)
- 3.3.3 Feature articles and the results of studies (Any ONE) (1)
- 3.4
- Printed media
  - Audio-visual media
  - Audio media
  - Electronic media
  - Outdoor media (Any 4) (4)
- 3.5
- Press publicity
  - In-house publications (journals, newsletters, annual reports, pamphlets and brochures)
  - Training
  - Presentations
  - Advertisements
  - Exhibitions
  - Gifts
  - Records (Any 6 × 1) (6)
- 3.6
- A programme of events with time schedules
  - A transcript of the CEO's speech if scheduled
  - A complete list of all participants and biographical background of principals
  - Visual material such as good quality prints which should be clearly marked
  - Longer, general news story giving background information
  - Two or three feature stories for the print media
  - A page of relevant facts that is often incorporated into copy or used as fillers
  - Brochures about the event or organisation (Any 5 × 2) (10)
- 3.7
- The corporate profile
  - Financial highlights
  - Corporate goals
  - Group structure
  - Director's profiles
  - Chairman's report
  - Review of departments
  - Analysis of shareholders
  - Director's report
  - Notice of AGM (10)

**QUESTION 4**

- 4.1      4.1.1      • They determine the long-term future of the company  
                          • Good service leads to consumer loyalty  
                          • Customers will insist on the same brand in future, if they are satisfied  
                          • Consumers have formed powerful groups worldwide (4)
- 4.1.2      • Suppliers will supply products and services that an organisation needs  
                          • The goods supplied need to be of a high quality, be supplied regularly and be on time (2)
- 4.1.3      • Local councils are concerned about the activities of organisations in their areas, their planning applications, the pollution they cause and whether they observe the various safety, hygiene and weights and measures regulations  
                          • Central government passes laws that affect the company  
                          • The government's positive endorsement adds to the organisational image (3)
- 4.1.4      • The media is the gateway to your other target audiences  
                          • They are possibly the most important target audience  
                          • The media and organisation share a relationship of mutual dependence  
                          • The media needs fresh, newsworthy stories and the organisation needs publicity (4)
- 4.1.5      • Shareholders supply capital that the company needs  
                          • The company has to act in a stewardship capacity to the stakeholders (2)
- 4.2      • Honesty  
                  • Empathy  
                  • Courtesy  
                  • Helpfulness  
                  • Goodwill  
                  • Professionalism  
                  • Reliability (Any 5 × 1) (5)
- 4.3      • Briefing the designer – the PR Practitioner does not design the logo, but works hand in hand with the designer  
                  • Research – interview key personnel to determine company's mission, vision, products, policies and goals. Identify the organisational identity of competitors.  
                  • Decide on a design – various options presented to key personnel. Everyone should feel free to state their opinion.  
                  • Compiling a manual – stating exactly how logo should be used. (10)

- Implementation – all staff are notified of the new corporate identity. (5 × 2)



4.4	<ul style="list-style-type: none"><li>• Nature of the product</li><li>• Performance of products</li><li>• Acceptable to target audience</li><li>• Packaging</li><li>• Flexibility/dynamism</li><li>• Pricing policy</li><li>• Value for money offered</li><li>• Budget or upmarket</li><li>• Advertising</li><li>• Sales promotion activities</li><li>• PR activities</li><li>• Action of overseas parent and home country</li><li>• National or international organisations</li><li>• Size of the enterprise</li><li>• Type of venue – premises</li><li>• Rendering of services</li><li>• Safety of venues</li><li>• Labour relations</li></ul>	(Any 10 × 1)	(10)
4.5	<ul style="list-style-type: none"><li>• Consumers will patronise organisations with a good reputation. They trust companies that offer money back guarantees and companies with an extensive responsibility programme.</li><li>• Consumers are likely to pay more and buy new products from a trusted company.</li><li>• Shareholders will invest in a company with a good reputation.</li><li>• Banks and suppliers will grant credit to a company with a good image.</li><li>• Employees will gain job satisfaction. This results in greater productivity, greater service orientation and ultimately greater profits.</li><li>• The economy will be stimulated and jobs will be created.</li></ul>	(Any 5 × 2)	(10)
			<b>[50]</b>
<b>TOTAL:</b>			<b>200</b>