



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1420(E)(J7)H

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

7 June 2019 (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

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. Use only BLUE or BLACK ink.
 6. Write neatly and legibly.
-

QUESTION 1

- 1.1 Your college decided to host a function to celebrate all the female staff and students of the college during Women's Month in August. The function will take the form of a breakfast tea, where successful female South Africans will give motivational talks.



Plan a public relations programme using the SEVEN key elements of a public relations programme and use each key element as a discussion heading for the answer.

(7 × 2 + 26) (40)

- 1.2 Give FIVE reasons for the development of public relations in the modern era. (5)

- 1.3 Name FIVE functions of public relations. (5)

[50]

QUESTION 2

Read the following scenario and answer the questions.

You happen to be standing in the reception area of your organisation, when you overhear the following conversation between the receptionist and a visitor.

Visitor:	'Good morning.'
Receptionist:	(no response)
Visitor:	'GOOD MORNING.'
Receptionist:	'Yes...'
Visitor:	'I'm here for a meeting with Mr Anderson.'
Receptionist:	'Who's that? I don't know him.'
Visitor:	'Mr Anderson, from the Finance section.'
Receptionist:	'Oh! Peter! He's on a smoke break.'
Visitor:	'OK, how long do you expect him to be away?'
Receptionist:	'I don't know, sometimes he smokes 3 or 4 in a row. You can sit there if you want (pointing towards the chairs).'
	(after 15 minutes)
Visitor:	'Sorry, do you think Mr Anderson is back from his break yet?'
Receptionist:	'I don't know. You can go down that corridor and check if he's there.'

- 2.1 What 10 guidelines would you give Peter and the receptionist with regard to receiving visitors? (10)

- 2.2 You decide that Peter and the receptionist are not the only ones who should receive this information.



Which FIVE internal communication tools would you use to distribute the information to all staff? Discuss each tool briefly.

(5 × 2) (10)

- 2.3 The visitor decides that he is not happy with the way he was treated in reception and files a complaint.

Explain FIVE steps that you would follow when dealing with the complaint.



(5 × 2) (10)

- 2.4 Name FIVE objectives of internal communication. (5)

- 2.5 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–F) next to the question number (2.5.1–2.5.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
2.5.1	The manager communicates the company's vision and mission to staff members	A grapevine B downward communication
2.5.2	Communication that takes place through official channels	C upward communication D formal communication
2.5.3	Supervisors discuss the company's new project	E horizontal communication F diagonal communication
2.5.4	Messages are spread through rumours and hearsay	
2.5.5	The secretary submits a report to her supervisor	

(5 × 1) (5)

- 2.6 Give SIX communication styles that occur in public relations. (6)

- 2.7 Name and briefly explain TWO negotiation techniques in a win-win situation.



(2 × 2) (4)

[50]

QUESTION 3

- 3.1 Name FIVE communication objectives in public relations and provide ONE example for each. (5 × 2) (10)

- 3.2 Which FIVE sources could a company use as press publicity? (5)


- 3.3 Give a brief explanation for each of the following:

3.3.1 Hard news (2)



3.3.2 Soft news (2)



3.3.3 Researched news (1)

- 3.4 What are the FOUR mass media categories? (4)
- 3.5 List SIX areas in public relations where photographs can be used. (6)
- 3.6 You have to compile a press kit for the Women's Day celebration.
 Describe FIVE items that you will need to include in the press kit. (5 × 2) (10)
- 3.7 You are asked to compile the company's annual report.
 List 10 items that must be included in the report. (10)
[50]

QUESTION 4

- 4.1 One of the main tasks of the public relations practitioner is to maintain relationships with external stakeholders.
 Explain why each of the following stakeholders is important to the company.
- 4.1.1 Customers/Clients (4)
- 4.1.2 Suppliers (2)
- 4.1.3 Government (3)
- 4.1.4 The media  (4)
- 4.1.5 Shareholders (2)
- 4.2 Name FIVE factors that can help a public relations practitioner build solid, professional relationships. (5)
- 4.3 The executive management decided that the corporate identity of the company is out of date.
 Name and explain the FIVE steps that you would follow in the design process to create a new corporate identity.  (5 × 2) (10)
- 4.4 List 10 factors that affect an organisation's corporate image. (10)
- 4.5 Discuss FIVE advantages that companies with good corporate images will enjoy. (5 × 2) (10)
[50]
- TOTAL: 200**