



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
PUBLIC RELATIONS N5**

27 NOVEMBER 2019

This marking guideline consists of 8 pages.

QUESTION 1

- 1.1 A Define the situation./Conduct situation analysis.
- Award ceremony for employees
 - Venue (Bolivia Lodge)
 - Organiser (any company name)
 - Date (October)
 - Recurring event
- B Set objectives.
- Awarding best employees of the year
 - Showing the community how well the company performs
 - Motivating staff to achieve in future
 - Any relevant objectives
- C Identify stakeholders/target group.
- Employees
 - Sponsors
 - Businesses and industries
 - Community
 - Government
 - Any relevant stakeholders
- D Develop the message.
- Any relevant answer
- E Draw up a plan of action/activities.
- Printing of promotional material (T-shirts, caps, etc.)
 - Pamphlets
 - Preparing venue
 - Presentations
 - Advertising in media
 - DJs at event
 - Caterers
 - Any relevant promotional activities
- F Determine the budget.
- Labour
 - Admin costs
 - Overhead costs
 - Hiring costs – venues for functions
 - Promotional costs – press releases, printing materials
 - 10% contingency

G Evaluate and give feedback.

- Amount of publicity
- General feedback
- Radio and television broadcast returns
- Attendance
- Any relevant evaluation and feedback

(40)

- 1.2
- Advertising
 - Marketing
 - Sales promotion
 - Personal selling
 - Journalism
 - Publicity
 - Propaganda
- (Any 5 × 1) **(5)**

- 1.3 Public relations is the management✓ of communication through perceptions✓ and strategic relationships✓ between the organisation✓ and internal and external stakeholders.✓
- (5)**
[50]

QUESTION 2

- 2.1
- Communication: Understanding the communication process, preparing targeted messages and overcoming barriers
 - Journalism: Being aware of what the media require, writing newsworthy and interesting media releases
 - Marketing: Detailed knowledge of the marketing mix and the coordination of product, price, promotion and place essential
 - Marketing communication: Public relations forms one of the areas of marketing communication together with advertising, personal sales and the sales process
 - Advertising: Drawing up a media plan, including the compilation of an advertisement and being aware of production processes
 - Business practice: Learning about dependency between departments, studying management, financial planning for the smooth running of the department and budgeting
 - Business economics: Drawing up a budget and costing services for clients
 - Human resource management: Knowledge of negotiation skills acquired in labour relations and the ability to train management and other members of staff for the press
 - Business law: Ensuring that all planned activities are legal
- (Any 5 × 2) **(10)**

- 2.2
- Acknowledge the customer.
 - Be calm and friendly.
 - Apologise.
 - Clarify the problem.
 - Take responsibility for actions and try to meet expectations.
 - If it was customer's fault, handle with tact.
 - Make sure the customer is happy.
 - Keep a journal which will help that a problem does not occur again.
 - Follow-up call if necessary. (Any 5 × 2) (10)
- 2.3
- Face-to-face individual meetings
 - Local area network (LAN)
 - Wide area network (WAN)
 - Teleconferencing
 - Public address system
 - Wall newspapers
 - Newsletters
 - Pay-cheque inserts
 - Bulletin boards
 - Invitation cards (Any 5 × 1) (5)
- 2.4
- Use plain and clear language.
 - Consider the target audience.
 - Choose the appropriate communication tool.
 - Obtain feedback from staff to ensure that the message has been received and understood correctly.
 - Be sensitive to people's background. (5 × 2) (10)
- 2.5
- 2.5.1 Informal communication
 - 2.5.2 Downward communication
 - 2.5.3 Upward communication
 - 2.5.4 Horizontal communication
 - 2.5.5 Diagonal communication (5 × 1) (5)
- 2.6
- Sensitivity and openness to the needs, opinions and feelings of all parties
 - Good speaking and listening skills
 - Ability to resist stress and pressure
 - Diplomatic
 - Patient
 - Sense of humour
 - Ability to evaluate information and present persuasive arguments
 - Flexible
 - Objective
 - Integrity (Any 5 × 2) (10)
- [50]**

QUESTION 3

- | | | | | |
|-----|-------|---|--------------------|------|
| 3.1 | 3.1.1 | Ms ... , mayor of Bloemfontein | | |
| | 3.1.2 | Ms Mayor | | |
| | 3.1.3 | Yours faithfully | | |
| | 3.1.4 | Ms Mayor, thereafter Madam | | |
| | 3.1.5 | Ms ... , mayor of Bloemfontein | | |
| | | | (5 × 1) | (5) |
| 3.2 | 3.2.1 | <ul style="list-style-type: none"> • West: No eye contact implies dishonesty • African: No eye contact shows respect | (Any relevant ONE) | |
| | 3.2.2 | <ul style="list-style-type: none"> • American/African closer than British | (Any relevant ONE) | |
| | 3.2.3 | <ul style="list-style-type: none"> • Arabs, Jews and Eastern Europeans like touching • English, Germans, Northern Europeans and Asians dislike body contact | (Any relevant ONE) | |
| | 3.2.4 | <ul style="list-style-type: none"> • Western: Stand to show respect • African: Sit down to show respect • East: Bow | (Any relevant ONE) | |
| | 3.2.5 | <ul style="list-style-type: none"> • Used extensively in South Europe/Middle East • Western Europeans more conservative | (Any relevant ONE) | |
| | | | (5 × 1) | (5) |
| 3.3 | | <ul style="list-style-type: none"> • Feature supplements • Column writers • Society columns • Drama, film reviews • Business and finance • Women's pages • Book reviews • Sports pages • Activities • Motoring pages • Letters to the editor • Editorial column | (Any 10 × 1) | (10) |

- 3.4
- Paper size: White A4
 - Headings: Clearly marked press release
 - Title: CAPS (type in capitals)
 - Space: 40 mm between heading and title
 - Underlining: Do not underline
 - Margins: At least 40 mm on either side of paper
 - Spacing: Double line spacing
 - One sided: Type one side only
 - Subheading: If lengthy
 - Cues: More at bottom of each relevant page/END at bottom of last page
 - Continuous pages: Number each page
 - Names of people: Use titles
 - Embargo or time limit: Stating date, reason and release date
 - House style: Ascertain and use (Any 10 × 1) (10)
- 3.5
- Lend greater impact to the written word
 - Lend authenticity to the written message
 - Speak directly to people
 - Break the monotony of printed columns
 - Lend aesthetic value to the written message
 - Convey an immediate message
 - Help to summarise and support the written message
 - Good photographs can often get a press-released/published (Any 5 × 2) (10)
- 3.6
- News release containing the contact person's details
 - Basic fact sheet with relevant details
 - Historical fact sheet giving background of the event or organisation
 - Programme of events with time schedules
 - Transcript of the CEO's speech if scheduled
 - List of all participants with biographical background of principals
 - Visual material like good quality prints which should be clearly identified
 - Longer general news stories giving background information
 - Two/Three feature articles for print media
 - Fact sheet incorporated into copy or used as fillers
 - Brochures about the event or organisation (Any 5 × 2) (10)
- [50]**

QUESTION 4

- 4.1
- Briefing a designer
 - Researching
 - Deciding on a design
 - Compiling a manual
 - Implementing
- (5)
- 4.2
- Size of enterprise
 - National or international organisation
 - Action of overseas parent company/home company
 - Nature of business
 - Performance of products
 - Employees and sales staff
 - Type of management
 - Labour relations
 - Financial records
 - Value for money
 - Pricing policy
 - Premises
 - Public relations activities
 - Competitor's actions
 - National identity
 - Rendering of service
 - Corporate logo
 - Advertising
- (Any 15 × 1) (15)
- 4.3
- Draw up a list of the media with whom you will communicate. Write the newspaper in one column, the editors and journalists in the next and contact details in another column.
 - Always send a media release to the relevant editor. Never send a media release to a particular medium.
 - Write several different types of news releases for different publications.
 - Editors look for fresh, newsworthy articles. They decide on what should be published and how much of it should be published.
 - Editors resist plugs that are masked advertisements for a company.
 - If you send the same information to several newspapers, suggest different angles that each could take.
 - Determine who the most important target audience is for a particular story and offer it as an exclusive story. If it is accepted, do not send it to other editors.
 - All the information supplied must be truthful and factual otherwise the representative will not trust the particular public-relations practitioner.
 - Never state 'no comment' when approached by reporters – people assume there is something to hide. Give an honest, positive answer.
 - Send any news that is relevant to the pertinent editor/reporter, even if it has nothing to do with your company. You are bestowing a professional favour that could be returned.
- (Any 6 × 2) (12)

4.4	<ul style="list-style-type: none">• Honesty and ethical practice• Empathy – the ability to see how a situation affects the other party• Courtesy at all times – particularly if the other party is tense• Helpfulness – always go the extra mile	(4 × 2)	(8)
4.5	<ul style="list-style-type: none">• Corporate profile – Which products/services the organisation deals with• Financial highlights – Income statement, balance sheet and ratios of debt equity, interest cover and return on equity• Corporate goals – Long- and short-term objectives• Group structure – Some companies publish photographs of the entire staff in an organogram• Directors' profiles – Directors' photographs and short biographies• Chairman's statement – New products, any major management changes, acquisitions and disposals• Review of departments – Activities within each department• Analysis of shareholders including the annual volume of shares traded• Director's report• Notice of the annual general meeting	(Any 5 × 2)	(10)
			[50]
		TOTAL:	200