



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

(5070035)

27 November 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. Neatness, style and layout of answers are important.
 5. Start each question on a NEW page.
 6. Write neatly and legibly.
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QUESTION 1

- 1.1 Your company wants to host a CEO award ceremony to acknowledge the contributions of employees who performed well during the past year. The ceremony will be held at Bolivia Lodge in October. 
- Plan a public relations programme for the ceremony by using the SEVEN key elements of a public relations programme. Use each key element as a discussion heading for the answer. (40)
- 1.2 List FIVE areas related to public relations. (5)
- 1.3 Define the term *public relations* as used by PRISA. (5)
- [50]**


QUESTION 2

- 2.1 Name and discuss FIVE important academic subjects/fields that are complementary to public relations.  (5 × 2) (10)
- 2.2 Which FIVE guidelines should you keep in mind when dealing with complaints? (5 × 2) (10)
- 2.3 Name FIVE methods of internal communication to inform staff members of the awards ceremony in QUESTION 1.1. (5)
- 2.4 Which FIVE principles should be kept in mind when communicating with employees? (5 × 2) (10)
- 2.5 Identify the type of communication in each of the following examples:
- 2.5.1 Andrew talks to Simone about his ideas for the awards after-party.
- 2.5.2 The CEO of the company asks you to find sponsors for the ceremony. 
- 2.5.3 The council secretary emails her report on the event to the council chairperson.
- 2.5.4 The senior managers at the central office have a meeting to discuss the arrangements for the event.
- 2.5.5 The marketing officer calls the purchasing office to find out which supplier they use for company banners.  (5 × 1) (5)
- 2.6 State FIVE characteristics of a successful negotiator. (5 × 2) (10)
- [50]**

QUESTION 3

3.1 The mayor of Bloemfontein will attend the CEO awards ceremony.

How would you address her in each of the following situations?

3.1.1 On an envelope 

3.1.2 In a written salutation


3.1.3 In closing of a written letter

3.1.4 In speaking

3.1.5 On an invitation card

(5 × 1) (5)

3.2 Give ONE example of how each of the following non-verbal communication methods differ within cultures:

3.2.1 Eye contact 


3.2.2 Personal space

3.2.3 Body contact


3.2.4 Body posture

3.2.5 Hand gestures

(5 × 1) (5)

3.3 List 10 types of columns that appear in newspapers.  (10)



3.4 Explain 10 layout factors to keep in mind when compiling a press release. (10)

3.5 Give FIVE reasons why photographs should be taken at an awards ceremony.  (5 × 2) (10)

3.6 Give FIVE items that must be included in a press kit. (5 × 2) (10)

[50]

QUESTION 4

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|-----|---|--|-------------|
| 4.1 | List FIVE phases of implementing a corporate identity programme. |  | (5) |
| 4.2 | List 15 factors that can influence a company's corporate image and reputation. | | (15) |
| 4.3 | How can a public-relations practitioner maintain good relationships with the media? | (6 × 2) | (12) |
| 4.4 | Discuss FOUR factors that can influence the relationship with the media. | 
(4 × 2) | (8) |
| 4.5 | Briefly discuss FIVE documents that should be included in an annual report. | (5 × 2) | (10) |
| | | | [50] |
| | | TOTAL: | 200 |