



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
PUBLIC RELATIONS N5**

22 NOVEMBER 2013

This marking guideline consists of 6 pages.

QUESTION 1

1.1 Seven key elements: (7 x 2 = 14) for naming each key element

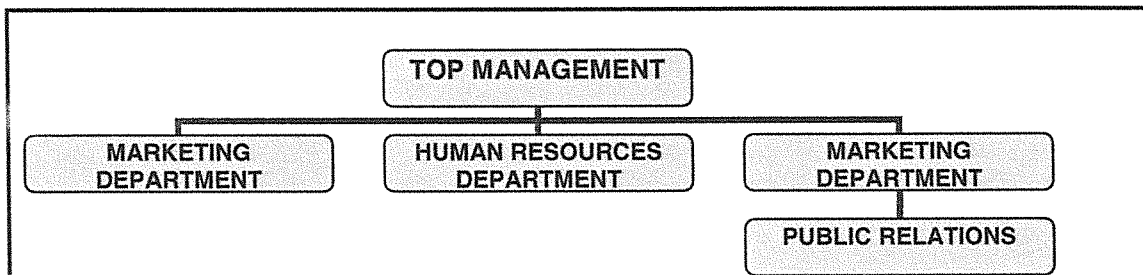
Application of key elements (26). Maximum marks are indicated

- A Define the situation/Situation analysis
- This is a once- off project, market day
 - Students must indicate where the activity is taking place
 - The organiser must be indicated
 - Date and time of the activity (4 × 1) (4)
- B Set objectives
- To market their products/services
 - To encourage students who are studying Entrepreneurship
 - To encourage students to start their own business
 - To apply what the students have learned in practice
 - To make students feel welcome (Any 4 × 1) (4)
- C Identify stakeholders/target group
- Business and industries
 - Students and lecturers
 - Community
 - Sponsors (Any 2 × 1) (2)
- D Develop the message (Any relevant 2 × 1) (2)
- E Plan of action/activities
- Preparing stalls
 - Printing of T-shirts, pamphlets
 - Presentation for the visitors
 - Advertising on radio (Any 6 × 1) (6)
- F Determine budget
- Labour
 - Administration costs
 - Printing costs – T-shirts and pamphlets
 - General costs – Advertisements on radio, billboards
 - 10% contingency (Any 4 × 1) (4)
- G Feedback and evaluation
- Learner enrolment
 - Media coverage
 - General feedback
 - Enquiries (Any 4 × 1) (4)

- 1.2
- AIDS awareness
 - Safe housing
 - Environmental awareness
 - Entrepreneurial image
 - Relationships
 - Education
 - Crime prevention
- (5 x 2) (10)
[50]

QUESTION 2

2.1



Organisational structure of public relations as a subsection
Any relevant structure with public relations as a subsection of another
department. 3 marks for every department. (15)

- 2.2
- Effective writing skills (letters, reports)
 - Good persuasive linguistic skills
 - Effective problem-solving skills
 - Effective decision making skills
 - Good interpersonal skills
 - Highly developed organisational skills
- (Any 5 x 3) (15)
- 2.3
- Join professional organisations like OSISA
 - Subscribe to career journals
 - Read journals devoted to related field
 - Read newspapers
 - Develop an interest in different fields through study
 - Keep up to date with new technology
 - Attend seminars and meetings
 - Read brochures and pamphlets
 - Read books and reviews
 - Study further
- (Any 5 x 2) (10)
- 2.4
- To inform
 - To educate
 - To impress or to stimulate
 - To persuade towards specific line of conduct or way of thinking
 - To solve problems and resolve conflicts
 - To build good interpersonal relationship
- (5 x 2) (10)
[50]

QUESTION 3

- 3.1
- Notify the person that has to attend to the client that a visitor is waiting for him/her
 - Take the visitor yourself or ask the secretary to meet the visitor at reception
 - Offer your visitors refreshments or something to read while waiting
 - Hold the door for the visitor
 - Stand up and shake hands
 - Shake hands at conclusion of the meeting
 - Escort visitors to the door when leaving
 - Greet any visitor in reception area
 - Never keep visitors waiting
 - Direct any visitor to the correct office
- (Any 5 × 3) (15)
- 3.2
- Body posture
- Western – stand to show respect
 - African – sit down to show respect
 - Eastern – bow
- Hand gestures
- Used extensively in Southern Europe/Middle East
 - Western Europeans more conservative
- Facial expressions
- Smile – Japanese are used to mask their feelings
 - West – show joy
 - Africa – can show wonder, embarrassment, surprise
- Body contact
- Defined by culture
 - Out of place – regarded as offensive
 - Arabs, Jews and Eastern Europeans like touching
 - English, Germans, Northern Europeans and Asians dislike body contact
- Eye contact
- West – no contact implies dishonesty
 - African – show respect
- Personal space
- Differs per culture
 - Americans/Africans closer than British
 - Use space to block off or to show seniority
- (5 × 2 + 5) (15)

- 3.3
- Induction programmes:
 - Used to inform new members about the organisation's working conditions
 - Lay effective basis for interpersonal communication
 - Training manual/workers manual:
 - Contains all information employees need to know
 - Bulletin boards:
 - Should be updated regularly
 - Should be attractive and not 'tired'
 - Contain news, instructions, photographs
 - House journals:
 - Contain reports of the organisation's managers
 - Staff personal news/achievements
 - Aim – strengthen relations between management and staff and encourage enthusiasm and pride.
 - Published monthly, within large organisations sometimes weekly
 - Annual report to staff:
 - Simplified version of annual report
 - Made available to all employees
 - Contains financial status/operational development
 - Future plans, social involvement, training programmes
 - Meetings:
 - Direct interaction between staff and management
 - Discuss any relevant business matters
 - Seminars:
 - Exchange of information between management and supervisors is helpful
 - E.g. exchange of ideas between marketing and PR personnel regarding market research
 - Suggestion box:
 - Employees are invited to post written suggestions, e.g. increased productivity, saving costs
 - Prominent position
 - Grapevine:
 - Informal communication
 - May be used constructively or destructively
 - Closed-circuit television:
 - Used during training, induction or open days
 - Reading racks:
 - Organisation booklets, brochures, pamphlets which cover aspects like corporative, social, health and other issues.
 - Inexpensive
 - Videos, slides and films:
 - Used in training/induction programmes
 - Regarding services, products, safety, procedures, benefits
 - Some companies produces a staff video as well as a staff journal
 - Open days:
 - For staff and family members

- Social functions
 - Year-end function
 - Product exhibitions
 - Raw material or final product
 - Public announcement system
 - Offices and constructions
 - Service awards
 - For services rendered; handed out during a function
- (10 × 2) (20)
[50]

QUESTION 4

- 4.1 4.1.1 Propaganda
- 4.1.2 Advertising
- 4.1.3 Public relations
- 4.1.4 Informal communication
- 4.1.5 Corporate image
- (5 × 3) (15)
- 4.2 • Cost
- Nature of the organisation's product and service
- Public or target groups to be reached
- Circulation and readership of media
- Number of viewers
- Quality of media
- (Any 5 × 2) (10)
- 4.3 • Captions must be complementary
- Identify the source of the photo
- An embargo or time limit placed on the use of a photo must be clearly indicated
- Names of people
- Appropriate and true captions
- Beware of repetition of information
- (Any 5 × 2) (10)
- 4.4 • History of the organisation
- Communication
- Symbols
- Strategy
- External environment
- (5)
- 4.5 • Simple
- Unique
- Flexible and progressive
- Suitable for use in both black and white
- Must convey a message
- Should be appropriate to the organisation
- (Any 5 × 2) (10)
[50]
- TOTAL: 200**