



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

PUBLIC RELATIONS N6

3 JUNE 2016

This marking guideline consists of 8 pages.

QUESTION 1

- 1.1 1.1.1 There is a show at Randfontein. The show will run from 4 to 8 March 2015. (2)
- 1.1.2
- To launch new products, increase market share and competitive edge.
 - Build database of prospects for post-show sales and direct marketing campaigns.
 - Enhance image, identity and expertise of particular market sectors by 'putting up a strong showing'.
 - Provide market research opportunity as the organisation is able to determine the market reaction to products or services.
 - Provide wide exposure in a short period of time as thousands of people usually visit these events. (Any 2 x 2) (4)
- 1.1.3
- Visitors
 - Artists
 - Companies (Any 2 x 1) (2)
- 1.1.4 'Randfontein Show tickets cheaper in 2015'
'The 2015 Randfontein Show will have so much to offer' (1 x 2) (2)
- 1.1.5
- Booking of artists
 - Inviting sponsors
 - Selling of tickets
 - Hire of venue or facilities
 - Advertising the show (Any 4 x 1) (4)
- 1.1.7
- Promotions/advertisements/pamphlets
 - Staff transport and administrative expenses
 - On-site entertaining and refreshments
 - Security services and insurance
 - 10% for contingencies (Any 4 x 1) (4)
- 1.1.7
- Attendance
 - Media coverage/Amount of publicity
 - Review meetings
 - Feedback from visitors (Any 2 x 1) (2)

- 1.2
- A
 - The date of the event must not clash with other events.
 - Answer – 4 to 8 March 2015 chosen for the Randfontein Show.
 - B
 - Site tour or specific event activities – important guests should be met personally and enjoy special treatment.
 - Music entertainment
 - Monster trucks and food demonstrations by well-known Kokkerdore.
 - The WWP wrestlers and Boerbul show.
 - C
 - Show coordinator Marcelle Mans
 - Websites and facebook page.
 - D
 - A well detailed schedule should be drawn up well in advance to ensure that sufficient trained staff is available to man the stand.
 - E
 - The organiser usually provides general security for indoor and outdoor exhibitions areas. (5 x 2) (10)
- 1.3
- Public
 - Private
 - Mobile
 - Special
 - Permanent
 - Trade Shows
 - Portable (Any 5 x 2) (10)
- 1.4
- To inform target groups of newsworthy events.
 - To educate target groups about matters of current interest.
 - To create publicity for an organisation.
 - To advertise products or services.
 - To render a service by providing educational information to the general public.
 - To entertain audiences. (Any 5 x 2) (10)
- [50]**

QUESTION 2

- 2.1
- Lithography
 - Photogravure
 - Letterpress or relief printing
 - Screen printing
 - Flexography
 - Foil printing
 - Digital printing
 - Reprographics
 - Thermography
- (Any 5 x 2) (10)
- 2.2
- Printed method, e.g. lithography
 - Quality of paper e.g. 80 cartridge paper
 - Size and number of pages e.g. A4 x 100 pages
 - Letter size and letter types e.g. 12 point letter.
 - Size in Roman letter type.
 - Amount and run-on price e.g. 100 copies
 - Frequency of publication and dates of publication e.g. daily, weekly or once.
 - The colour required on different pages e.g. one, two, or three, full colour.
 - Binding e.g. saddle stitching
 - Preparation of illustration and photographs.
 - Where and how the printing job is to be delivered.
 - Insertion in the publication.
 - The proposed time schedule for supplying (copy and make-up) (Any 5 x 2) (10)
- 2.3
- Printed media e.g. newspaper, magazines
 - Electronic media e.g. internet, cell phones
 - Audio-visual media e.g. television, videos and films
 - Special events e.g. exhibitions, seminars, sponsorship and receptions
 - Outdoor media e.g. posters, banners and electronic billboards
 - Mobile media and social media, e.g. digital cameras, iPods, laptops
- (Any 5 x 2) (10)

- 2.4
- Attention can be attracted by a colourful picture or an interesting question.
 - Interest should be roused by an informative illustration/photograph or statement.
 - Desire can be stimulated by emphasising specific needs and promising to satisfy them.
 - Credibility can be gained by stating advantages and offering proof of how needs have been satisfied.
 - Action must be evoked. The ad should urge the consumer to take action
 - Satisfaction: proof of how the product/service satisfies needs.
 - Language and style: must be understandable and acceptable to people in general.
 - Brand names should be clearly identifiable.
 - Specific target market advertisements should be aimed at the individual and not the masses.
 - Honesty is important in ads. Unfair claims are unethical, like telling people they can lose 5 kilos in 5 days and still eat as much as they want to.
 - Simplicity is important for immediate and easy understanding of the message.
- (Any 10 x 2) (20)
[50]

QUESTION 3

- 3.1
- Step 1: Seeking ideas
Step 2: Copy writing
Step 3: Visualisation
Step 4: Copy layout
Step 5: Production
Step 6: Choice of suitable media
- (Any 5 x 2) (10)
- 3.2
- Humoristic approach
 - Terrifying approach
 - Slice-of-life approach
 - Comparative approach
 - Fantasy approach
 - Testimonial advertisements
 - Slogans and jingles
 - Motivational approach
 - Emotional approach
 - Rational approach
- (Any 5 x 2) (10)

- 3.3
- Objective
 - Location
 - Venue size
 - Seating
 - Meeting
 - Duration
 - Accommodation
 - Accessible
 - Equipment
 - Suitable catering
- (Any 5 x 2) (10)
- 3.4
- A crisis always presents itself unexpected.
 - A crisis threatens the future expectation and existence of an organisation.
 - A crisis develops at an ever-increasing rate of destruction.
 - A crisis wrecks havoc with the financial reserves of a company.
 - A crisis has to be brought under control as soon as possible by applying sound management skills and execution of a crisis plan.
- (5 x 2) (10)
- 3.5
- Define the objective.
 - Analyse the target group.
 - Draw up a program.
 - Review your progress.
 - Select a suitable approach and style of presentation.
- (5 x 2) (10)
[50]

QUESTION 4

- 4.1
- Product-related deaths
 - Product under performance
 - Negligence
 - Environmental concerns
 - Consumer boycotts
 - Natural problems
 - Fraud or direct dishonesty
 - Business mismanagement
 - Perceived unfair labour practices
- (10 x 1) (10)
- 4.2
- Research can help the PRP to change objectives and strategies for the PR programme.
 - Insight into the attitudes and needs of target groups can prevent launching unsuitable projects.
 - Saving costs as inefficient communication media can be eliminated.
 - Can ensure that current policy is acceptable to internal and external target groups.
 - Enables target groups to convey their opinions and attitudes to management.
 - Helps to identify problem areas and gaps in time.
 - Suggestions and recommendations can help to improved services or products.
 - Research can provide valid information for PR projects or advertising needs.
- (Any 5 x 2) (10)
- 4.3
- Engen has employee community partnership projects that focus on pre-primary, primary and secondary schools.
 - Housing projects
 - Various South African businesses and the government have funded housing projects.
 - Welfare
 - Engen supports for example soup kitchens and charity organisations.
 - Health
 - ABSA and other businesses have aids prevention programmes for employees and communities.
 - Community Development and Empowerment
 - Sasol, Sanlam, etc. play a major role in this area.
 - Small Business Development
 - Sanlam sponsorship the entrepreneur of the year.
 - Arts and Culture
 - ABSA sponsors the ABSA alert art competition that provides a platform emerging artists.
 - Environmental Conservation
 - Pick 'n Pay sponsors various facts sheets. That focus on various green topics like waste management, pollution, soil erosion etc.
- (Any 5 x 2) (10)

- 4.4
- Sponsor's objective, e.g wants to promote image and public relations
 - Direct and indirect costs of sponsorship
 - The type or nature of sponsorship
 - Who is the controlling body (national and provincial)?
 - Who are the participants of the sponsorship?
 - Are the controlling officials professional?
 - Who is the audience or spectators?
 - What is the degree of media interest?
 - Does the sponsorship offer opportunity to establish new contacts and to recruit new business?
 - Can the organisation commit itself to the sponsorship for a long term or not?
 - Is the sponsorship compatible with the organisation's products/services?
 - Must specific government regulations be considered? (Any 5 x 2) (10)
- 4.5
- Fundraising is begging.
 - Let the government fund it.
 - Fundraising has reached saturation point.
 - You can ask a donor too often.
 - Everyone will give R50.
 - You get major gifts by letter.
 - You can't ask someone for a bequest!
 - Fundraising is just another business!
 - Fundraising should be low cost or NO COST!
 - But I give my time! (10 x 1) (10)
- TOTAL: 200**
- [50]**