



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

30 MAY 2019

This marking guideline consists of 8 pages.

QUESTION 1

- 1.1 1.1.1 Phalaphala FM will be hosting the Annual Heritage Festival on 8 and 9 September 2017. (2)
- 1.1.2
- To provide Limpopo with an opportunity for unity
 - To celebrate rich cultural heritage
 - To promote tourism in the province
 - To showcase talented young and upcoming artists
 - Social cohesion
 - Economic growth
 - Marketing purpose
 - To strengthen the relationship between the station and Range Edge Royal Gardens (Any 3 × 1) (3)
- 1.1.3
- Sponsors
 - Listeners
 - Royal Gardens
 - Artists/musicians
 - Public (Any 3 × 1) (3)
- 1.1.4 Any relevant message/theme/slogan (2)
- 1.1.5
- Venue preparation
 - Equipment
 - Printing
 - Refreshments
 - Guest speakers
 - Performers
 - Publicity advertising (Any 4 × 1) (4)
- 1.1.6
- Payment of artists
 - Printing programmes, invitations, et cetera
 - Guest speakers
 - Refreshments
 - Administrative costs
 - Overhead costs
 - 10% of contingencies
 - Cost of activities (Any 4 × 1) (4)
- 1.1.7
- Media coverage
 - Publicity
 - Attendance
 - Questionnaires
 - Internal meetings
 - Opinion polls (Any 2 × 1) (2)

- 1.2.1 Sponsorship
- A business agreement and a commercial association with a brand, product or services of a company with a sponsored party.
 - Provide contributions to sponsored parties in financial or material form.
- Donation
Is financial or material support given to parties without expecting anything in return. (2 × 2) (4)
- 1.2.2
- Unify Limpopo citizens/other people from communities and neighbouring countries
 - Celebrate the rich cultural heritage
 - Promote tourism in the province
 - Social cohesion
 - Marketing medium
 - Economic growth
 - Showcase talent of young and upcoming artists
 - Generate favourable media interest
 - Promote better relations with target market, business associates and the press
 - Improve staff relations and the morale with the organisation
 - Demonstrate interest in the community
 - Support social responsibility
 - Enhance corporate image
 - Create awareness of the brands
 - Promotion campaigns (Any 5 × 2) (10)
- 1.2.3
- Sport
 - Arts and culture
 - Publications and advertising
 - Training and education
 - Trade shows and exhibitions
 - Causes and charities
 - Professional awards
 - Expeditions
 - Environmental conservation
 - Social media (Any 6 × 1) (6)
- 1.2.4
- When objectives are not clearly defined
 - No specific or undefined target groups
 - Lack of staff training and motivation
 - Poor liaison with visitors/poor customer service
 - Poor planning
 - Understaffing
 - Poor sales techniques (Any 5 × 2) (10)

[50]

QUESTION 2

- 2.1
- Organise a reception on arrival of guests in order to welcome them and deliver a brief speech.
 - Provide the delegates with safety clothing if necessary.
 - Divide large groups into manageable sizes (10–15 maximum).
 - Place notices at restricted areas.
 - Hand out samples and souvenirs to mark the event.
 - Arrange professional and trained tour guides to accompany visitors on a plant tour.
 - Make provision for a question-and-answer session after the tour.
 - If any questions cannot be answered, these answers must be supplied at a later stage by phone or in a letter/email. (Any 5 × 2) (10)
- 2.2
- Theatre style✓ – suitable for presentations;✓ large numbers; audio-visual equipment can be easily used.
 - Horseshoe and the U-shape✓ – suitable for small groups;✓ promotes discussions and interaction; emphasises the speaker's position but not in an intimidating way; audio-visual equipment can easily be used; creates and informal atmosphere.
 - Small work groups✓ – suitable for small groups;✓ suitable for group work and discussions; suitable for workshops where individual groups have to do group work in different rooms and each group leader has to report back to the presenter.
 - Discussion groups✓ – suitable for small groups;✓ promotes discussions and interactions; more intimate as speaker forms part of the group; creates an informal atmosphere; the use of audio-visual equipment can be problematic.
 - Working conference✓ – suitable for large numbers;✓ provide for group work during the conference/seminar sessions. (Any 4 × 2) (8)
- 2.3
- To inform target groups of news worthy 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 entertain audiences (6 × 2) (12)

- 2.4
- Objective✓ – will determine the type of venue✓
 - Location✓ – consider attractions and recreation facilities or team building✓
 - Venue size✓ – large enough to cope with the number of delegates expected✓
 - Seating✓ – select suitable seating style✓
 - Meeting✓ – areas needed for registration, workshop session✓
 - Duration – can have cost implications
 - Accommodation – suitable for attendees
 - Accessible – close to airport and transport facilities
 - Equipment – audio-visual, air conditioning, microphones, et cetera
 - Suitable catering – food/beverage and toilet facilities to accommodate all attendees (Any 5 × 2) (10)
- 2.5
- Consumers are informed about products and services.
 - Competition is encouraged and prices can become more competitive.
 - Manufacturers are forced to maintain a high standard.
 - The standard of living is improved as consumers are made aware of products/services.
 - Advertising carry the costs of the media.
 - Advertising can lead to direct feedback from consumers.
 - Advertising can help solve social problems. (Any 5 × 2) (10)
- [50]**

QUESTION 3

- 3.1 3.1.1
- The organisation's
 - Socio-economic aid, for example training, job creation
 - Ethical and legal compliance in a society, for example housing
 - Community needs, for example orphaned and vulnerable children
 - Environmental conservation, for example recycling and animal protection endeavours (5 × 2) (10)
- 3.1.2
- Education and empowerment
 - Housing projects
 - Community welfare projects
 - Health and safety projects
 - Business development projects
 - Arts and culture projects
 - Rural development
 - Environment conservation (Any 5 × 1) (5)

- 3.2
- Prepare for a crisis before it happens.
 - Develop and nurture allies before and during a crisis.
 - Always be honest.
 - Act quickly, act decisively and take control.
 - Don't deflect the blame.
 - Make long-term sacrifices.
 - Obtain neutral, informed and respected opinions.
 - Be consistent in all actions.
 - Be proactive during crises.
 - Demonstrate and dramatise commitment. (10 × 2) (20)
- 3.3
- Fundraising is begging.
 - Let the government fund it.
 - Fundraising has reached a 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 gift!
 - Fundraising is just another business.
 - Fundraising should be low cost or no cost.
 - But I give my time. (Any 5 × 1) (5)
- 3.4
- 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.
 - Enable target groups to convey their opinions and attitudes; help to identify problem areas and gaps in time.
 - Suggestions and recommendations can lead to improved services or products.
 - Research can provide valid information for PR projects or advertising needs. (Any 5 × 2) (10)
- [50]**

QUESTION 4

- 4.1
- Name of the organisation
 - Logo of the organisation
 - Background information about the business
 - Tasks and responsibilities of the position should be clearly stipulated.
 - Closing date for applications should be indicated.
 - Advertisement layout should attract attention of the right applicants.
 - Complete instructions on how to apply for position, for example address should be provided.
 - Information such as salaries and benefits, should be provided. (Any 5 × 2) (10)
- 4.2
- Printing methods, ✓ for example lithography ✓
 - Paper quality, ✓ for example 80 g cartridge paper. ✓
 - Page sizes and numbers, ✓ for example A4 size × 100 pages ✓
 - Letter sizes and letter types, ✓ for example 12 point and per 100 additional ✓
 - Frequency and dates of publication, ✓ for example daily/weekly/once off or reprints ✓
 - Colour/s required on pages, for example one, two, three
 - Binding, for example saddle stitching/sewn
 - Preparation of illustrations, artwork and or photographs
 - Insertions in the publication (leaflets, advertisements)
 - Where, how and when the printing job is to be delivered
 - Packaging method (enveloping, boxes, covers needed)
 - Proposed time schedule for supplying copy and make-up for publication (Any 5 × 2) (10)
- 4.3
- The reader is the target of the chosen design.
 - Design is a case of taste, general art principals, harmony, balance and contrast.
 - Certain norms and standards of the design should be applied consistently to ensure stability and continuity.
 - The artistic aspect should not be overdone as the reader will only look at this and not read the information.
 - A picture tells a thousand words is an integral part of the design.
 - Change the design of the publication periodically and subtly. (Any 5 × 2) (10)
- 4.4
- Newspapers have limited space and want reader news.
 - Journalists always have limited time due to deadlines.
 - Supply brief, concise hard facts. Too much detail is unnecessary and is rarely published due to a lack of space.
 - Press releases should not be longer than 300 words.
 - Only issue press releases or conferences if required.
 - Be honest at all times.
 - Never tell a journalist something in confidence. (Any 5 × 2) (10)

- 4.5
- The sales bulletin
 - The newsletter
 - The magazine
 - The tabloid newspaper
 - The wall newspaper
- (Any 3 × 1) (3)
- 4.6
- Define objectives
 - Analyse target groups
 - Draft a programme
 - Review progress
 - Select presentation media
 - Edit presentation media
- (7)
[50]
- TOTAL: 200**