



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**PUBLIC RELATIONS N6**

**19 November 2019**

**This marking guideline consists of 9 pages.**

## QUESTION 1

- 1.1 1.1.1
- The 2017 Macufe festival took place on 29 September to 8 October 2017.
  - The Macufe festival celebrated 20 years of existence in October 2017. (2)
- 1.1.2
- To provide Mangaung/Free State with an opportunity of unity
  - To celebrate the Mangaung cultural heritage festival
  - To promote tourism in the province
  - To showcase the talents of young and upcoming artists
  - To supply an opportunity for socialising and to promote cohesion
  - To promote economic growth
  - For marketing purposes (Any 3 × 1) (3)
- 1.1.3
- Sponsors
  - Businesses
  - Mangaung Metro Municipality
  - Artists/musicians
  - Public (Any 3 × 1) (3)
- 1.1.4 Re Ya Tshola (2)
- 1.1.5
- Preparation of the venue
  - Setting up of equipment
  - Printing
  - Refreshments
  - Inviting guest speakers
  - Organising performers
  - Getting sponsors
  - Publicity and advertizing (Any 4 × 1) (4)
- 1.1.6
- Payment of artists
  - Printing programmes, invitations, etc.
  - Guest speakers
  - Refreshments
  - Cleaners and workers (4)
- 1.1.7
- Media coverage
  - Publicity
  - Attendance
  - Questionnaires (Any 2 × 1) (2)

- 1.2      1.2.1      • Unity between the Mangaung citizens/people from communities and other provinces  
• Celebrated the rich cultural heritage  
• Promoted tourism in the province  
• Social cohesion  
• Marketing media  
• Economic growth  
• Showcased talents of young and upcoming artists  
• Generated favourable media interest  
• Promoted better relations with target markets, business associates and the press  
• Improved staff relations and the morale with different organisations  
• Demonstrated interest in the community  
• Supported social responsibility  
• Enhanced a corporate image  
• Created awareness of the brands  
• Promotion campaigns (Any 5 × 2) (10)
- 1.2.2      • Sports  
• Arts and culture  
• Publications and advertising  
• Training and education  
• Trade shows and exhibitions  
• Causes and charities  
• Professional awards  
• Expeditions  
• Environmental conservation  
• Social media (Any 5 × 1) (5)
- 1.2.3      • Public exhibitions and shows  
Specialised exhibitions and entertainment catering for specific and general target groups
- Private exhibitions  
These are usually held at an organisation's own or rented premises and reserved exclusively for invited guests. Mobile and permanent exhibitions may be included, for example art collections, work by local artists, etc.
- Mobile exhibitions  
These can move from place to place via road, rail, sea or air. The option ranges from buses, trains and floating exhibitions, for example trade ships.
- Portable exhibitions  
– Designed and constructed so they can be taken apart and transported to various places.  
– Working models, panels, libraries, shop windows, etc.

- Permanent exhibitions
  - Are permanently located on the organisations premises.
  - These are ideal for organisations that receive groups of visitors on a regular basis.
  - Exhibits form part of décor and can be placed in glass displayed windows and can include models.
- Specialised exhibitions
  - Focus on specific interest areas such as home décor, health, fashion, sports, recreation, travel or tourism, for example a tourism exhibition can be held at a tourism conference.
- Trade shows
  - These are specialised exhibitions, but can be for developing trade relations and direct markets.
  - Trade shows are used by companies to establish business contacts with target groups such as local and international business people.

(1 mark for naming exhibition; 1 mark for explanation) (Any 5 × 2) (10)

- 1.2.4
- Company employee responsibility, for example training, job creation.
  - Socioeconomic 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)  
**[50]**

## QUESTION 2

- |     |       |                                      |         |      |
|-----|-------|--------------------------------------|---------|------|
| 2.1 | 2.1.1 | without expecting anything in return |         |      |
|     | 2.1.2 | standardised                         |         |      |
|     | 2.1.3 | lithographic                         |         |      |
|     | 2.1.4 | ndirect and delayed                  |         |      |
|     | 2.1.5 | should be decided first              |         |      |
|     |       |                                      | (5 × 2) | (10) |

- |     |       |                   |         |      |
|-----|-------|-------------------|---------|------|
| 2.2 | 2.2.1 | Audiovisual media |         |      |
|     | 2.2.2 | Audiovisual media |         |      |
|     | 2.2.3 | Special events    |         |      |
|     | 2.2.4 | Outdoor media     |         |      |
|     | 2.2.5 | Electronic media  |         |      |
|     |       |                   | (5 × 2) | (10) |

- 2.3
- **OBJECTIVE OF THE ACTIVITY**  
The objective of the activity will determine the type of media to be used. An education institution that wants to introduce new courses, may use brochures, pamphlets and the regional newspaper.
  - **TARGET GROUPS**  
The target groups should be determined in order to prevent wasting time and money.
  - **TYPE OF MESSAGE**  
The type of message should be chosen so that the planned target groups would associate with it and understand the information.
  - **NATURE OF PRODUCTS OR SERVICES**  
A local education institution can for example publish events in the local newspapers, advertise study courses in the regional newspapers and organise annual career exhibitions for the region.
  - **QUALITY OF THE MEDIA**  
If the organisation wishes to reach high quality clients, a prestigious glossy magazine will be more suitable than a cheap flyer in the mail.
  - **AVAILABLE BUDGET**  
The budget will determine if the organisation can afford for example to advertise on the radio rather than television or local newspapers instead of national newspapers. (Any 5 × 2) (10)
- 2.4
- Printing method✓ (for example lithography)✓
  - Paper quality✓ (for example 80 g cartridge paper)✓
  - Page size 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 the copy and make-up for publication✓✓ (Any 5 × 2) (10)

- 2.5
- Objective✓ will determine the type of venue ✓
  - Location✓ – consider attractions and recreation facilities or team building✓
  - Venue size✓ – is it large enough to cope with the number of delegates expected✓
  - Seating✓ – select suitable eating style✓
  - Meeting✓ – areas needed for registration, workshop sessions✓
  - Duration✓ of the events can entail cost implication✓
  - Accommodation✓ – should be suitable for attendees✓
  - Accessible✓ – close to airport and transport facilities✓
  - Equipment✓ – availability – audio, visual, air conditioning, microphones, etc. ✓
  - Suitable catering✓ – beverage and toilet facilities to accommodate all attendees✓
- (Any 5 × 2) (10)  
**[50]**

### QUESTION 3

- 3.1 3.1.1 Big, bold, capital letters used, varying font sizes
- 3.1.2 Provide details for the advert
- New homes for sale
  - Three bedrooms - 60 square metres
  - We will do more for you
  - Price
- (Any 2 × 1)
- 3.1.3 Appeals to customers' needs:
- Close to Krugersdorp CBD
  - Close to MM mall
  - Close to TVET college
  - Surrounded by various high schools and nursery schools
- (Any 2 × 1)
- 3.1.4 Advantages:
- Close to Krugersdorp CBD
  - Close to MM mall
  - Close TVET college
  - Surrounded by various high schools and nursery schools
- (Any 2 × 1)
- 3.1.5
- Contact number and names given
  - Operation hours also provided
- 3.1.6 Guarantees
- We will do more for you
- (6 × 2) (12)

- 3.2
- Prepare for a crisis before it happens.
  - Develop and pay attention to your 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 a crisis.
  - Demonstrate commitment. (10)
- 3.3
- It always presents itself unexpectedly.
  - It can threaten the future existence of an organisation.
  - It can develop at an increasing rate of destruction.
  - It can wreak havoc with a company's financial reserves.
  - A crisis has to be brought under control as soon as possible by applying sound management skills and the execution of a crisis plan. (5 × 2) (10)
- 3.4
- 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.
  - Major gifts can be received by letter.
  - You cannot ask someone for a request.
  - Fundraising is just another business.
  - Fundraising should be low cost or no cost
  - But I give my time! (Any 8 × 1) (8)
- 3.5
- Determine attitudes/opinions or obtain data.
  - Save costs by concentrating on valid objectives and relevant target groups.
  - Pretest messages for communication plans on a pilot basis, before a total programme is implemented.
  - Establish two-way communication and obtain feedback from target groups to help formulate effective messages and select the best suitable media.
  - Determine if it is the right time to launch a specific PR programme in order to take advantage of current public interests and affairs.
  - Identify problem areas in time, before they result in serious problems.
  - Establish credibility at top management level. If the PR department can supply valid proof to support their recommendations, top management will be more inclined to support the project.
  - Be aware of current social responsibility issues and needs, for example product testing having a negative impact on animals and the environment. (Any 5 × 2) (10)
- [50]

#### QUESTION 4

- 4.1
- Smile, be friendly.
  - Be presentable.
  - Look approachable.
  - No sitting, smoking, eating or reading while on duty.
  - Don't hover over the visitor's shoulders and sneak up behind them.
  - Do not say: 'Can I help you?' Rather offer something like: 'Have you tried this unique product?'
  - Treat all visitors with respect and give them your undivided attention.
  - The stand should be neat and clean.
  - Record visitor details for follow-up purposes.
  - Take note of competitors' stands.
  - Give visitors a brief questionnaire and use the feedback for future improvements. (Any 5 × 2) (10)
- 4.2
- The reader is the target of the chosen design.
  - Design is a matter of personal taste, general art principles, harmony, balance and contrast.
  - Certain elements 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. (Any 5 × 2) (10)
- 4.3
- 4.3.1 Businesses may give back to their local community through community projects such as building schools, bursaries, etc.
- 4.3.2 They may support their communities by funding housing projects. Countless fires have destroyed lives and homes in informal settlements, businesses may build houses for such communities.
- 4.3.3 Companies such as Old Mutual have Aids prevention and other health programmes for target groups.
- 4.3.4 ABSA sponsors the ABSA Atelier Art Competition that provides a platform for emerging artists.
- 4.3.5 The Mazda Wildlife Fund has invested over 26 million into the fund since 1990, for various projects critical to the survival of our planet. (5 × 2) (10)

- 4.4
- Preparation
  - Professionalism
  - Passion
  - Pride
  - Power
  - Punctuality
  - Positive attitude
- (Any 5 × 2) (10)
- 4.5
- Newspapers have limited space and want news from reader.
  - Journalists always have limited time due to deadlines.
  - Supply the necessary concise facts. Too much detail is unnecessary and rarely published due to the lack of space.
  - Press releases should not be longer than 300 words.
  - Only issue press releases or conferences they require.
  - Be honest at all times.
  - Never tell a journalist something in confidence.
- (Any 5 × 2) (10)  
**[50]**
- TOTAL: 200**