



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
PUBLIC RELATIONS N5**

22 November 2022

This marking guideline consists of 8 pages.

QUESTION 1**1.1 TWO marks for headings (in correct order) + 26 marks as indicated.**

- A Define the situation / situation analysis✓✓
• This is a once-off project
• Students must indicate where the event is taking place
• When the proposed auction will take place (3)
- B Set objectives✓✓
• To hold a fundraiser
• To raise money for orphaned children
• To build a new orphanage
• To raise awareness and support for underprivileged children
(Any relevant answer) (3)
- C Identify stakeholders / target group✓✓
• Employees
• Sponsors
• Orphans
• Wine producers
• Social workers
• Government officials
• Community
• Media
(Any relevant answer) (4)
- D Develop the message✓✓
• Any reasonable answer (2)
- E Plan of action/activities✓✓
• Preparation of venue
• Presentations
• Auction
• Gifts
• Guest speakers
• Music (DJ)
• Security
• Caterers
(Any suitable activities) (5)
- F Determine budget✓✓
• Labour costs
• Admin costs
• Printing costs
• General costs
• Promotion costs
• Hiring of venue
• 10% contingency
(Any relevant answer) (5)

- G Feedback and evaluation✓✓
- Amount of publicity
 - General feedback
 - Radio or television broadcast returns
 - Attendance
 - Money raised
 - Enquiries
- (4)
- Headings A–G in correct order (14)
- 1.2 Public relations is the management✓ of communication through perceptions✓ and strategic relationships✓ between the organisation's✓ internal✓ and external stakeholders.✓ (6)
- 1.3
- Development of trade unions and increasing labour unrests and strikes
 - The rise in environmental issues and consumer affairs
 - Increasing competition in the markets
 - The decline of the economy
 - The emphasis on social responsibility issues
 - The deluge of diverse groups
 - Diversity of cultural groups
 - International developments
 - Lack of personal contact
 - Media flood
 - Public demands
 - Multiculturalism
 - Rise of labour unions
 - Competition
- (Any 4 × 1) (4)
- [50]**

QUESTION 2

- 2.1
- Briefing a designer
 - Research
 - Deciding on a design
 - Compiling a manual
 - Implementation
- (5)
- 2.2
- Literature
 - Transportation
 - Signs
 - Marketing/sales material
 - Permanent exhibits
 - Employee information sources
 - Architecture
 - Dining accessories
 - Operational materials
 - Community halls
- (5)

- Taxi/bus/train ranks/depots

(Any 5 × 1)

- 2.3
- An invitation to the press conference must be sent a week in advance. It should state the reason, principal speakers, venue, date and time, and contact person.
 - If there is urgent breaking news, hold the conference immediately.
 - Time limits and deadlines must be considered.
 - Confirm with media representatives the day before the conference.
 - Conference room must be prepared in advance. Equipment should be in place. Microphones and aids must be in working order and tested.
 - Press kits with information must be prepared and placed in folders.
 - Identification labels for officials and media representatives must be prepared and handed out on arrival.
 - Suitable refreshments should be provided. (Any 5 × 2) (10)
- 2.4
- Consumers support responsible organisations that support communities' interests.
 - Consumers are likely to pay more for products and buy new products.
 - Suppliers give credit to trustworthy organisations.
 - Banks readily lends money to responsible borrowers.
 - Investors are more likely to invest.
 - Authorities are more likely to consider requests.
 - Future employees prefer to work for such an organisation. (Any 5 × 2) (10)
- 2.5
- Group structure – some companies publish photographs of the entire staff in the organogram
 - Directors' profiles – directors' photographs and short biographies
 - Analysis of shareholders – should contain the annual shares traded
 - Directors' report – report from the directors, indicating significant changes made in the company, summary of future prospects, etc.
 - Notice of AGM – annual general meeting is announced
 - Chairperson's statement – new products, any major management changes, acquisitions and disposals
 - Review of departments – activities within each department
 - The corporate profile – what products/services the organisation deals in
 - Financial highlights – the income statement, balance sheet and debt-equity ratios
 - Corporate goals – long- and short-term objectives (Any 5 × 2) (10)
- 2.6
- 2.6.1
- Make application for funds well in advance
 - Keep in touch with sponsors. Invite them to open days and special events.
 - Send newsletters with touching personal stories of people the organisation has assisted in some way.
 - Give a small thank you gift. (4)

- 2.6.2
- Obey the regulations and pay company taxes on time.
 - Liaise with government representatives to find out what proposed legislation is in the pipeline and how it will affect your company.
 - Approach the relevant government representative about areas of concern in your industry.
- (3)
- 2.6.3
- Train staff to be service-oriented, consult with the public through questionnaires, and organise special events and open days in order to meet consumers and obtain their feedback.
 - Be honest when approached by a consumer journalist. If the company is at fault, they will win not only loyal customers by rectifying the wrong, but also win the respect and hopefully future custom of other consumers.
- (2)
- 2.6.4
- Pay suppliers on time. Financial reports and annual reports should be sent to suppliers.
- (1)
[50]

QUESTION 3

- 3.1
- | | |
|-------|---|
| 3.1.1 | C |
| 3.1.2 | E |
| 3.1.3 | D |
| 3.1.4 | A |
| 3.1.5 | F |
- (Any 5 × 2) (10)
- 3.2
- Paper size – should be a white A4 page
 - Headings – should clearly be marked 'PRESS RELEASE'
 - Title – CAPS (type in capitals)
 - Space – 40 mm between heading and title
 - Underlining – do not underline any part of the press release as it is a printer's mark meaning 'italics'
 - Margins – at least 40 mm on either side of paper
 - Spacing – double line spacing
 - One side – type on one side only
 - Subheading – use a sub-heading if heading is lengthy
 - Cues – 'more' at bottom of each relevant page / 'END' at bottom of last page
 - Continuous pages – number each page
 - Names of people – use titles
 - Embargo or time limit – state date and reason, release date
 - House style – ascertain and use
- (Any 5 × 1) (5)

- 3.3
- Feature supplement
 - Column writers
 - Society column
 - Drama, films
 - Business and finance
 - Women's page
 - Book reviews
 - Sports page
 - Activities
 - Motoring page
 - Letters to editors
 - Editorial column
- (Any 10 × 1) (10)
- 3.4
- Pre-printed slips with the contact person, company and contact numbers should be printed.
 - These caption slips can be completed with the rest of the necessary details.
 - Slips should be attached with adhesive tape on both sides to the back of the photograph.
 - Do not write on the back of a photograph with a pen. A ball point pen will damage the front; a fibre tip pen rubs off and smudges.
 - Print computer-generated labels with contact details. Fill them in and affix them to the back of the photograph.
- (Any 5 × 2) (10)
- 3.5
- The telephone must be answered as soon as it rings.
 - Say 'Good morning' or 'Good afternoon'.
 - Give the name of the organisation.
 - Give your name and ask the caller how you can help.
 - If the caller asks to be put through to a certain person, do so, but check that the call has indeed gone through.
- (Any 5 × 2) (10)
- 3.6
- Company financial results
 - Senior staff changes
 - Obtaining large orders
 - Introduction of new products
 - Major modification of old products
 - Opening of a new factory
 - Rapid or emergency delivery
 - Improved working conditions
 - Successful fundraising projects
 - Community projects
- (Any 5 × 1) (5)
- [50]**

QUESTION 4

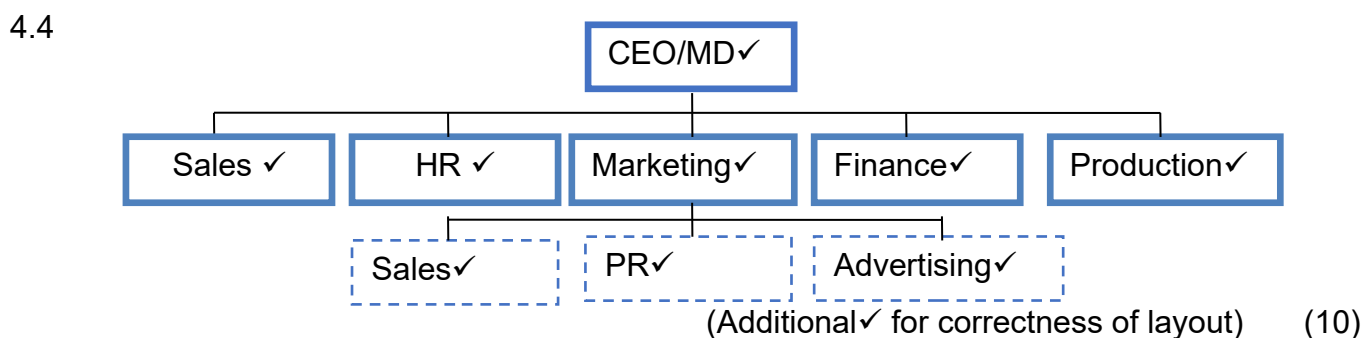
- 4.1
- To help realise that personal success and the company's success are bound together
 - To help the employee realise that their job is important
 - To create awareness of the company's goals
 - To help the employee be familiar with the job and company
 - To create awareness that staff are ambassadors
 - To ensure that staff are fully informed
- (Any 5 × 2) (10)

4.2 Informal (1)

4.3 4.3.1 Communication between employees that is not work-related.

4.3.2 Communication that takes place through the official channels of communication.

(2 × 2) (4)



- 4.5
- Use plain, clear language
 - Consider your target audience
 - Choose the appropriate communication tool
 - Obtain feedback
 - Sensitivity to cultural background
- (5)

4.6 4.6.1 Advertising – to be able to draw up a media plan, including the compilation of an advertisement (copy, visuals, layout), and be aware of production processes.

4.6.2 Business economics – to draw up a PR budget and costing services for clients.

4.6.3 Human resource management – knowledge of negotiation skills is acquired in labour relations, and the ability to train management and other members of staff for the press is acquired in training.

4.6.4 Communication – to understand the communication process, prepare targeted messages and overcome communication barriers.

4.6.5 Journalism – to be aware of what the media require, to write newsworthy and interesting media releases.

(2 × 5) (10)

- 4.7
- Face-to-face individual meetings
 - Induction programmes
 - Plant tours
 - Meetings and forums
 - Management and supervisor seminars
 - Industrial relations
 - Departmental relations
 - Local area networks (LAN)
 - Wide area networks (WAN)
 - Teleconferencing
 - Public address system
 - Pamphlets, booklets and manuals
 - Information racks
 - Wall newspapers
 - Staff annual reports
 - Newsletters
 - Paycheque inserts
 - Suggestion schemes
 - Bulletin boards

(Any 10 × 1) (10)
[50]

TOTAL: 200