



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

30 November 2023

This marking guideline consists of 9 pages.

QUESTION 1

TWO marks per heading (in the correct order) (7 × 2) and 26 marks for the explanations as indicated.

- 1.1 A Define the situation/situation analysis✓✓
- This is a once-off project to promote fire safety.✓
 - Students must indicate where the activity is taking place.
 - When the proposed activity is taking place
- B Set objectives✓✓
- Ensure students are aware of fire risks✓
 - Inform students what to do in case a fire breaks out
 - Spread awareness of the dangers that fire may hold
 - Inform students of evacuation procedures in case of fire
- (Any relevant answer)
- C Identify stakeholders/target group✓✓
- Employees✓
 - Students✓
 - Speakers
 - Firefighters
 - Community
 - Government officials
- (Any relevant answer)
- D Develop the message✓✓
- Any reasonable answer, it can also involve a slogan
- E Plan of action/activities✓✓
- Printing of policies✓
 - Preparation of venue✓
 - Set up of sound system✓
 - Presentation to the students✓
 - Guest speakers/motivational speakers
 - Security
 - Caterers
- (Any suitable promotional activities)
- F Determine the budget✓✓
- Labour costs✓
 - Admininstration costs✓
 - Printing costs
 - General costs
 - Promotion costs
 - Hiring of venue
 - 10% contingency
- (Any relevant answer)

G Feedback and evaluation✓✓

- Amount of publicity✓
- General feedback✓
- Radio and television broadcast returns
- Attendance
- Reduction in fires
- Enquiries about fire safety

(Any relevant answer)

((7 × 2) + 26)

(40)

- 1.2 • AIDS awareness
- Safe housing
- Environmental awareness
- Entrepreneurial image
- Relationships
- Crime prevention
- Education
- (Any 5 × 1) (5)

- 1.3 • Planning of PR programmes/projects
- Relationships
- Writing and editing
- Production
- Speaking
- Research
- Special events
- (Any 5 × 1) (5)

[50]**QUESTION 2**

- 2.1 • The nature of the product/service
- The nature of the target audience
- The medium used by the target audience
- The reach of the medium
- The frequency of the medium
- Timing
- (6)

- 2.2 • Printed media
- Audio-visual media (multimedia)
- Audio media
- Electronic media
- Outdoor media
- (Any 4 × 1) (4)

2.3 (MARK ALLOCATION: 1 mark(✓) for naming and 2 marks (✓✓) for examples)

Body Posture✓

- Western – stand to show respect
- African – sit down to show respect
- East – bow

Hand gestures✓

- Used extensively in South Europe/Middle East✓
- Western Europeans more conservative✓

Facial expressions✓

- Smile – Japanese mask feelings✓
- West – show joy✓
- Africa – can show wonder, embarrassment, surprise

Eye contact✓

- West – no eye contact implies dishonesty✓
- African – no eye contact shows respect✓

Personal space✓

- Differs per culture✓
- Americans/African closer than British✓

Body contact

- Defined per culture
- Out of place – regarded as offensive
- Arabs, Jews and Eastern Europeans like touching
- English, Germans, Northern Europeans and Asians dislike body contact

(Any 5 × 3) (15)

2.4 • Women✓ – Saree, Rooi Rose, Fair Lady, Cosmopolitan, Marie Claire✓

• Men✓ – GQ, FHM✓

• Youth✓ – Talk, YoungTime, Top 40✓

• Financial✓ – Financial Mail, Financial Week, Finansies en Tegniek✓

• Farmers✓ – Farmers Weekly, Landbou Weekblad✓

• Entertainment – Videoscene, Top 40 Music

• Professional – Career Success, Management Today

• Hobbies – Any appropriate title

(Any 5 × 2) (10)

2.5 • Speak in a natural tone

• Speak clearly

• Don't speak fast

• Change tempo by pausing and lengthening pauses in speech

• Talk with a 'smile' on your face

• A high pitch voice is shrill and unpleasant but a lower pitch is more pleasant to listen to.

(Any 5 × 1) (5)

- 2.6
- Paper size✓ – white A4✓
 - Headings✓ – clearly marked press release✓
 - Title✓ – CAPS - type in capitals✓
 - Space✓ – 40 mm between heading and title✓
 - Underlining✓ – do not underline✓
 - Margins✓ – at least 40 mm on both sides of paper✓
 - Spacing✓ – double-line spacing✓
 - One side✓ – type one side only✓
 - Subheadings✓ – if lengthy✓
 - Cues✓ – 'more' at bottom of each relevant page/END on 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 × 2) (10)
-
- [50]**

QUESTION 3

- 3.1
- 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 × 1) (5)
- 3.2
- 3.2.1 Communication that happens upwards or downwards between different sections
- 3.2.2 Communication that occurs on the same level
- 3.2.3 Official, business-related communication
- 3.2.4 Communication received from someone in a higher position directly above you
- 3.2.5 Watercooler or grapevine communication, where the topic is not related to business.
- (Any appropriate explanation) (Any 5 × 2) (10)
- 3.3
- Promotes a self-help culture as people help one another
 - Functions as a support system where people share skills
 - Provides professional contacts, role models
 - Provides information about opportunities, training and resources
 - Provides a feeling of belonging
 - Increases individual exposure
 - Members exchange helpful material
- (Any 5 × 2) (10)

- 3.4
- Induction programmes
 - Training manuals
 - Bulletin boards
 - House journals
 - Meeting and forum discussions
 - Seminars
 - Videos, slides or films
 - Reading racks
 - Closed-circuit television
 - Notice boards
 - Public address system
 - Open days
 - Service awards
 - Social functions
 - Pay cheque inserts
 - Information racks
 - Teleconferencing

NOTE: Do not award marks for communication tools that are not relevant for informing staff about the fire safety campaign. (Any 5 × 1) (5)

- 3.5
- Use plain and clear language
 - Consider the target audience
 - Choose the appropriate communication tool
 - Obtain feedback
 - Be sensitive to different cultural backgrounds (5)

- 3.6
- To create an awareness of the company's goals.
 - To help employees to get to know the job and the company.
 - To help realise that personal success and the company's success are bound together.
 - To help employees realise that their job is important, as the products or services that the company provides are beneficial to society and thus raise productivity.
 - To create awareness that staff are ambassadors, both on and off the job.
 - To ensure that staff are fully informed about all developments in the organisation. (Any 5 × 2) (10)

- 3.7
- Acknowledge the person, be calm and friendly
 - Apologise
 - Get clarity regarding the problem/find out if valid
 - Take responsibility for actions and try to achieve expectancies
 - If it was the person's fault, handle with tact
 - Make sure the person is happy
 - Keep a journal – will help that the problem does not occur again
 - Follow up call – if necessary
 - Listen to the person – do not interrupt
 - Find out exactly what the customer expects to happen
- (The steps should preferably be in the correct order but do not discredit if not in the correct order.) (Any 5 × 1) (5)
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- [50]**

QUESTION 4

- 4.1
- 4.1.1
- Clients determine the long-term future of the organisation.
 - Good service leads to consumer loyalty, an increase in market share, higher levels of employee satisfaction and ultimately higher profits.
 - Satisfied customers will insist on the same brand in future.
 - Consumers have formed powerful groups worldwide. (3)
- 4.1.2
- Shareholders supply the capital that the company needs to run its business.
 - The company has to act in a stewardship capacity to the shareholders. (2)
- 4.1.3
- Suppliers will supply products and services that the organisation needs.
 - The goods/services supplied need to be of a high quality, be supplied regularly and be on time. (2)
- 4.1.4
- Local councils are concerned about the activities of organisations in their areas, their planning, applications, the pollution they cause and whether they observe the various safety, hygiene and weights and measures regulations.
 - Central government passes laws that affect companies regarding import and export, foreign exchange, patents, etc.
 - The government's positive endorsement adds to the organisational image. (3)
- 4.2
- Honesty
 - Empathy
 - Courtesy
 - Helpfulness
 - Goodwill
 - Reliability
 - Professionalism
- (Any 4 × 1) (4)

- 4.3
- Draw up a list of the media with whom you will communicate.
 - Always send a media release to the relevant editor.
 - Write several different types of press releases for different publications.
 - Editors look for fresh, newsworthy articles.
 - Editors resist plugs.
 - If you send the same information to several newspapers, suggest different angles.
 - Decide who the most important target audience is for a particular story.
 - All information must be truthful and factual; otherwise that representative will not trust you again.
 - Never state 'no comment' when approached by reporters, as people assume you have something to hide.
 - Send any news that is relevant to an editor, even if it has nothing to do with your company.
- (Any 6 × 1) (6)
- 4.4
- Conference room must be prepared in advance.
 - Press kits with necessary information placed in folders.
 - Choose a date and time that do not coincide with other important news events.
 - Suitable place to accommodate people involved.
 - Confirm with media representatives a day in advance.
 - Telephonic invitations or written invitations to the media to be made a week or two in advance.
 - Time, time limits or deadlines must be taken into account.
 - Copies of spokesperson's speech should be made available to representatives.
 - Identification labels for media representatives must be prepared.
 - Ensure names and labels are spelt correctly.
 - At conclusion – media representatives could meet organisation representatives.
- (Any 5 × 2) (10)
- 4.5
- The colour must be suitable for the content.
 - The design must be balanced but not necessarily symmetrical.
 - The style must be up-to-date.
 - The logo must be suitable for the company.
 - It must be unique.
 - It must be memorable.
- (Any 5 × 1) (5)

4.6	• Stationery (letterheads, envelopes, business cards, etc.) • Literature (brochures, pamphlets, catalogues, etc.) • Transportation (cars, labels, paper bags, etc.) • Architecture (external and internal design of lobby, offices, showrooms, etc.) • Signs (directional signs, signboards, etc.) • Marketing and sales material (sales manual, trade and business magazines, corporate uniform, booklets, etc.) • Employee relations (policy documents, staff and safety manual, etc.) • Dining accessories (cups, saucers, plates, ashtrays, etc.) • Operational material (sales slip, cheque books, credit cards, etc.) • Clothing (uniforms, overalls, pocket and lapel badges, etc.) • Gifts (calendars, ties, cuff links, water bottles, etc.)	(Any 5 × 1)	(5)
4.7	• Consumers will patronise organisations with a good reputation. They trust companies that offer money-back guarantees and companies with an extensive responsibility programme. • Consumers are likely to pay more and buy new products from a trusted company. • Shareholders will invest in a company with a good reputation. • Banks and suppliers will grant credit to a company with a good image. • Employees will gain job satisfaction. This results in greater productivity, greater service orientation and ultimately greater profits. • The economy will be stimulated and jobs will be created.	(Any 5 × 2)	(10)
			[50]
TOTAL:			200