



# higher education & training

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

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**PUBLIC RELATIONS N5**

**01 June 2026**

**This marking guideline consists of 8 pages.**

## QUESTION 1

- 1.1 A – DEFINE THE SITUATION/SITUATION ANALYSIS. ✓✓
- Mini-games (College Games/Olympic Games, etc)✓
  - Organised by the College (name must be given)✓
  - The date and year must be indicated (29 August 2024)
  - It is a once-off programme.✓
- 2 + (4 × 1) (6)
- B – SET OBJECTIVES. ✓✓
- To build anticipation for the sporting events✓
  - To build excitement for the sporting events✓
  - To promote an active lifestyle✓
  - To promote a healthy lifestyle✓
  - Any relevant objective✓.
- 2 + (3 × 1) (5)
- C – IDENTIFY STAKEHOLDERS/TARGET GROUP. ✓✓
- Lecturing staff✓
  - Support staff✓
  - Sponsors✓
  - Government officials✓
  - Local sport celebrities✓
  - The community✓
  - The media✓
  - Any relevant stakeholder✓
- 2 + (3 × 1) (5)
- D – DEVELOP THE MESSAGE. ✓✓
- Any relevant message/slogan ✓✓
- 2 + (1 × 2) (4)
- E – PLAN OF ACTION/ACTIVITIES ✓✓
- Printing of promotional material (t-shirts, caps etc.)✓
  - Pamphlets✓
  - Preparing facilities✓
  - Advertising in media✓
  - Caterers/food stalls✓
  - Competitions✓
  - Sports activities✓
  - Prizes/trophies/medals✓
  - Any relevant promotional activities✓
- 2 + (6 × 1) (8)
- F – DETERMINE BUDGET. ✓✓
- Labour✓
  - Admin costs✓
  - Overhead costs✓
  - Hiring costs – venues for functions✓
  - Promotional costs – press releases, promotional materials, gifts✓
  - 10% contingency✓
- 2 + (4 × 1) (6)

**G - FEEDBACK AND EVALUATION✓✓**

- Amount of publicity✓
  - Amount of participation✓
  - General feedback✓
  - Increase in interest✓
  - Increase in physical activity✓
  - Attendance✓
  - Any reasonable feedback & evaluation✓ 2 + (4 × 1) (6)
- Two marks for naming each key element in the correct order. (7 × 2 =14)  
Application of key elements (26). Marks indicated.

- 1.2
- It is the management
  - through the communication
  - of perceptions
  - and strategic relationships
  - between the organisation
  - and its internal and external stakeholders. (6)

- 1.3
- Management of PR programmes
  - Media relations
  - General liaison or networking
  - Organising special events
  - Written communication
  - Verbal communication
  - Production of communication media
  - Training
  - Research (Any 4 × 1) (4)
- [50]**

**QUESTION 2**

- 2.1
- |       |                |  |
|-------|----------------|--|
| 2.1.1 | Not subsection |  |
| 2.1.2 | Not subsection |  |
| 2.1.3 | Subsection     |  |
| 2.1.4 | Not subsection |  |
| 2.1.5 | Not subsection |  |
- (5 × 2) (10)

- 2.2
- Notify reception that you are expecting a visitor.
  - Meet the visitor yourself or ask the secretary to meet the visitor at reception.
  - Offer visitors refreshments and something to read if they have to wait.
  - Hold the door open for the visitor.
  - Stand up and shake hands with the visitor.
  - Shake hand at the conclusion of the meeting.
  - When visitors leave, escort them out.
  - Greet visitors in the reception area.
  - Direct visitors to the correct offices.
  - Never keep visitors waiting (Any 5 × 2)

- 2.3
- Use plain, clear language.
  - Consider your target audience.
  - Choose the appropriate communication tool.
  - Obtain feedback.
  - Show sensitivity to cultural background.
- (5)
- 2.4
- Face to face✓ – Most effective way of communicating as barriers can be eliminated. Appropriate when conveying sensitive information✓
  - Induction programme✓ – Makes new employees feel at home. Introduction to work colleagues, information on company, history etc.✓
  - Plant tours✓ – Essential as staff need to understand what the company manufactures and how products are manufactured✓
  - Meetings and forums✓ – Employees and management feel free to answer questions that are put to them.✓
  - Management and supervisor seminars✓ – Short, intensive courses held in order to spread and discuss methods of working.✓
  - Industrial relations✓ – Trade unions help promote workers' rights. Stewards are appointed in the workplace to represent workers and be present at grievance procedures.✓
  - Local Area Network (LAN)✓ – Network of computers that link all the staff members together.✓
  - Wide Area Network (WAN)✓ – Same as LAN but over a wider area.
  - Teleconferencing – Holding meetings through a closed-circuit television system.✓
  - Public Address System✓ – Enables management to address all employees simultaneously, for routine, emergency and moral issues. ✓
  - Videos✓ – Use videos to communicate with manual workers. The workers prefer watching a video instead of reading a newsletter. ✓
  - Induction booklets✓ – Welcome new employees and explain the rules and benefits of the organisation. ✓
  - Reference guides✓ – Provide information on group insurance, medical aid, pension plan and social programmes. ✓
  - Institutional literature✓ – Consists of the organisational mission statement, a presentation booklet and the social responsibility programme ✓
  - Information racks✓ – Placed at reception and contain all the organisational printed material.✓
  - Wall newspapers✓ – Used to distribute news that changes rapidly. Some companies use this to spread financial news to all employees. ✓
  - Staff annual reports✓ – Staff annual reports differ from the annual report in that they are simpler and show financial details in a simple form.✓
  - Pay cheque inserts✓ – Employee receives message with minimum cost to the company.✓
  - Suggestion schemes✓ – Boxes placed in a prominent place in order to invite staff suggestions.✓
  - Bulletin boards – Most effective if they are divided by tape into sections and regularly updated.✓
- (Any 6 × 2) (12)

- 2.5      2.5.1      Most common form of communication and involves the communication of the company's mission, vision, goals, policies and procedures,✓  
e.g. management communicates policy to staff✓      (
- 2.5.2      Communicating upwards in the organisational hierarchy. Submission of completed work, reports or queries,✓  
e.g. secretary gives a report to her manager.✓
- 2.5.3      Should be used carefully, because it bypasses the normal chain of command. Communicating with another department,✓  
e.g. salesman who calls the workshop manager directly instead of going through his sales manager.✓
- 2.5.4      When people on the same level communicate,✓  
e.g. managers discuss the implementation of the new policy.✓  
(4 × 2)      (8)
- 2.6      • To create awareness of the company's goals  
• To help the employee be fully familiar with the job  
• To help realise that personal success and the company's success are bound together  
• To help employees realise that their jobs are important  
• To create awareness that staff are ambassadors  
• To ensure that staff are informed about development      (Any 5 × 1)      (5)  
[50]

### QUESTION 3

- 3.1      • To interest/amuse  
• To inform  
• To stimulate/impress  
• To motivate  
• To coerce/persuade      (5)
- 3.2      • Openness  
• Active listening skills  
• Integrity  
• Objective  
• Patience      (5)
- 3.3      3.3.1      True  
3.3.2      True  
3.3.3      False  
3.3.4      True  
3.3.5      True  
(5 × 2)      (10)

- 3.4
- Feature supplement✓ – special feature supplements sometimes published with topics such as education, training, travel, home decorating, etc.✓
  - Columns writers✓ – Include political, sports, wine, gardening, shipping and consumer rights.✓
  - Society column✓ – attendees at social events✓
  - Drama, films✓ – Reviews on new performances and films, interviews with stars✓
  - Business and finance✓ – Information on finance, new business deals, opening of new factories etc✓
  - Women's page✓ – Issues important to women such as recipes, women's health and fashion✓
  - Book reviews✓ – Reviews on new books✓
  - Sports page✓ – Sports results, events and personalities ✓
  - Activities✓ – Activities in the town like concerts or museum exhibits✓
  - Motoring page✓ – New cars, petrol increases, etc.✓
  - Letters to editor✓ – Opinion letters written to the editor. Invaluable, as most of the letters are complaints about bad service.✓
  - Editorial column✓ – Editor sometimes comments on current issues, often political.✓
- (Any 5 × 2) (10)
- 3.5
- The topic, which must be interesting and newsworthy
  - The title for the story – the sub-editor will write the headline.
  - The date – editors hate old material.
  - A reference number
  - The name and address of the company
  - The name, telephone number, cell phone number and email address of a contact person who can be reached at all hours
- (Any 5 × 1) (5)
- 3.6
- An invitation should be sent a week in advance. It should clarify the reason for holding it.
  - If there is urgent breaking news, call the relevant editors and hold the press conference immediately.
  - For news to be broadcast in time, time limits must be considered.
  - Choose a suitable place to accommodate the people involved.
  - Confirm with the media representatives the day before the conference.
  - The conference room must be prepared in advance.
  - Press kits with the necessary information, copies of speeches, summaries of technical details, biographical notes, etc, must be prepared and placed in folders.
  - Suitable refreshments should be provided.
- (Any 5 × 2) (10)
- 3.7
- Human interest draws attention.
  - Action adds interest to a photograph.
  - Show the subject in use.
  - Compose unique shots.
  - Clarity of focus. The photograph should be in sharp focus.
  - Ascertain the type of photograph needed.
- (Any 5 × 1) (5)

#### QUESTION 4

- 4.1 Who,✓ What,✓ When,✓ Where,✓ Why✓ (5)
- 4.2
- Deal honestly.
  - Understand the work methods of the media and journalists.
  - Be aware of the rules for each media type.
  - Understand what is topical.
  - Be vigilant of deadlines.
  - Don't kill the story.
  - The media has the last word.
  - Be empathetic.
  - Be courteous.
  - Be helpful.
- (Any 5 × 1) (5)
- 4.3
- The corporate profile
  - Financial highlights
  - Corporate goals
  - Group structure
  - Director's profiles
  - Chairman's statement
  - Review of departments
  - Analysis of shareholders
  - Director's report
  - Notice of annual general meeting (AGM)
- (10)
- 4.4
- Consumers support responsible organisations that support communities' interests.
  - Consumers are willing to pay more for products and buy new products.
  - Suppliers give credit to trustworthy organisations.
  - Banks readily lend 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)

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |            |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------|
| 4.5           | <ul style="list-style-type: none"> <li>• Stationery – letterheads, envelopes, business cards, purchase forms, reports, forms, statements, office memos</li> <li>• Literature – brochures, pamphlets, catalogues, journals, newsletters, annual reports</li> <li>• Transportation – company cars, delivery vehicles, trucks</li> <li>• Packaging material – cartons, labels, paper bags, plastic containers</li> <li>• Signs – all external and interior directional signs</li> <li>• Marketing/sales material – sales manuals, trade and business magazines, corporate uniforms, booklets and direct mail</li> <li>• Employee information sources – policy, staff and safety manuals, house journal and name plates.</li> <li>• Dining accessories – cups and saucers, plates, ashtrays and menus</li> <li>• Operational materials – sales slips, cheque books, credit cards, withdrawal/deposit slips and gift vouchers</li> <li>• Clothing – uniforms, overalls, pocket and lapel badges</li> <li>• Gifts – calendars, ties, cufflinks</li> </ul> | (Any 10 × 1) | (10)       |
| 4.6           | <p>4.6.1 The atmosphere in an organisation. How people behave toward each other,✓<br/>e.g. staff are happy with the management style, amount of remuneration, way performance appraisals are conducted, etc.✓</p> <p>4.6.2 The expectations, beliefs as well as norms, values and attitudes shared by the employees,✓<br/>e.g. working hours, forms of dress, formal/informal modes of address, etc.✓</p> <p>4.6.3 The image that the company wants to portray,✓<br/>e.g. identity established through name of the company, the logo, slogan, typography and house colour.✓</p> <p>4.6.4 The way the public sees the organisation. Their impression.✓<br/>E.g. Some people see Mercedes as an old-persons car, while Mercedes is trying to appeal more to a younger market.✓</p>                                                                                                                                                                                                                                                                    | (4 × 2)      | (8)        |
| 4.7           | <ul style="list-style-type: none"> <li>• The public relations practitioner should try to manage the image portrayed of the company in the media.</li> <li>• Making sure that all correspondence from the company adheres to the branding requirements of the company (logo, colour, font type etc.)</li> <li>• Any applicable answer</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | (1 × 2)      | (2)        |
| <b>TOTAL:</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | <b>200</b> |

[50]