



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

27 November 2024

This marking guideline consists of 8 pages.

QUESTION 1

- 1.1 Define the situation/situation analysis✓✓
- Open-day campaign/artisan celebration✓
 - College is indicated✓
 - A time period is indicated✓
 - It is a once-off programme✓ (6)
- Set objectives✓✓
- To showcase the work of artisan students✓
 - To increase enrolment for artisan students✓
 - To celebrate artisans✓ (Any appropriate TWO objectives) (4)
- Identify stakeholders/target group✓✓
- Employees✓
 - Sponsors✓
 - Visitors✓
 - Government departments✓
 - Community ✓
 - Current students✓
 - Prospective students✓
 - Parents✓
 - Local businesses✓
 - Media✓ (Any reasonable stakeholder)(Any 8 × 1) (8)
- Develop the message✓✓
- 'Year of the artisan', 'Celebrate the artisan', etc.
 - Any appropriate message (it can be a slogan)✓✓ (4)
- Plan of action/activities✓✓
- Printing of promotional material (T-shirts, caps, etc.) ✓
 - Pamphlets✓
 - DJ✓
 - Preparing stalls✓
 - Presentations✓
 - Advertising in media✓
 - Caterers✓
 - Competitions✓
 - Speeches✓
 - Gifts✓ (Any suitable promotional activities)(Any 6 × 1) (6)

Determine budget✓✓

- Labour✓
- Admin costs✓
- Overhead costs✓
- Hiring costs – venues for functions✓
- Promotional costs – press releases, promotional materials, gifts✓
- 10% contingency✓ (Any reasonable budget costs) (8)

Feedback and evaluation✓✓

- Amount of publicity✓
- General feedback✓
- Attendance✓
- Registration✓ (Any reasonable feedback and evaluation) (4)

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

- 1.3
- It is the management✓
 - through communication of perceptions and✓
 - strategic relationships✓
 - between an organisation and✓
 - its internal and external stakeholders.✓ (5)
- [50]

QUESTION 2

- 2.1
- Dress according to the corporate culture.
 - If in doubt, dress conservatively.
 - Personal hygiene should be taken seriously.
 - Men – unstructured suits and blazers are acceptable.
 - Women – keep jewellery, perfume, and make-up to a minimum.
 - Read fashion magazines or consult a fashion consultant.
 - Have a professional stylist find you a suitable, unfussy hairstyle.
 - Avoid chipped nails.
 - Chronic bad breath should be treated by a specialist.
 - Keep a change of clothes at work.
 - A basic black dress and jacket are versatile for after-office functions. (Any 5 × 1) (5)

- 2.2 Public Relations Institute of Southern Africa (5)
- 2.3
- Integrity – Always be honest when dealing with diverse publics.✓
 - Calmness, resilience, and flexibility – Don't panic and use common sense in stressful situations.✓
 - Enquiring mind and prolific reader – Keep ahead of current affairs and international trends.✓
 - Willingness to serve – a PRP is the link with the public and needs to listen, empathise, and suggest solutions to problems.✓
 - Good organisational skills – There's a lot of detail to cope with and needs to be methodical.✓
- (5 × 2) (10)
- 2.4
- 2.4.1 Most common form and involves communication of the company's mission, vision, goals, policies, procedures, etc.
- 2.4.2 Consists of submission of completed work, reports, queries, problems, and employee suggestions to managers.
- 2.4.3 Communication between people on the same level.
- 2.4.4 Communication between departments on different levels.
- (4 × 2) (8)
- 2.5
- To create awareness of a company's goals
 - To help employees be familiar with the job and company
 - To help realise that personal and company success is bound together
 - To help employees realise their jobs are important
 - To create awareness that staff are ambassadors
 - To ensure that staff are fully informed
- (Any 5 × 1) (5)
- 2.6
- Face-to-face meetings
 - Induction programmes
 - Plant tours
 - Meetings and forums
 - Seminars
 - Industrial relations
 - Departmental relations
 - Local area network (LAN)
 - Wide area network (WAN)
 - Teleconferencing
 - Public address system
 - Videos
 - Pamphlets, booklets, and manuals
 - Information racks
 - Wall newspapers
 - Annual staff reports
 - Newsletters
 - Suggestion schemes
 - Bulletin boards
- (Any 7 × 1)

- 2.7
- Use plain, clear language
 - Consider your target audience
 - Choose the appropriate communication tool
 - Obtain feedback
 - Sensitivity to cultural background
- (5 × 2) (10)
[50]

QUESTION 3

- 3.1
- Controlling style✓ – Leader makes all the decisions and tells subordinates what to do and uses organisational as well as position authority and economic rewards to get them to perform.✓
 - Egalitarian style✓ – Stresses employee participation in problem-solving. Subordinates are consulted on matters and allowed to influence the decision-making process.✓
 - Structural style✓ – Systematic style of communication which is by the book and tries to provide a structure for purposeful action.
 - Dynamic style✓ – Style tends to be unfiltered and concise, giving clear direction to induce others to action.✓
 - Relinquishing style✓ – Relinquish the communicator's opinions.✓
 - Withdrawal style✓ – Communicator tries not to express an opinion and has a neutral stance.✓
- (Any 5 × 2) (10)

- 3.2
- Body posture✓
- Western – stand to show respect✓
 - African – sit down to show respect✓
 - Asian – bow
- Hand gestures✓
- Used extensively in South Europe/Middle East✓
 - Western Europeans more conservative✓
- Facial expressions✓
- Smile – Japanese to mask feelings✓
 - Western – show joy✓
 - African – can show wonder, embarrassment, surprise
- Eye contact✓
- Western – no contact implies dishonesty✓
 - African – show respect✓
- Personal space✓
- Differs per culture✓
 - Americans/Africans closer than British✓
- Body contact✓
- Defined per culture✓
 - Out of place – regarded as offensive✓
 - Arabs, Jews, and Eastern Europeans like touching✓
- (Any 5 × 3) (15)

- 3.3
- National/countrywide newspapers✓ – *Sunday Times, Sunday Tribune, Rapport*✓
 - Regional newspapers✓ – *City Vision, Cape Times, Cape Argus, Die Burger*✓
 - Urban newspapers and suburban newspapers✓ – *Table Talk, Tygerburger, City Press*✓
 - Daily newspapers✓ – *Business Day, Citizen, Daily News, Cape Times, The Argus*✓
 - Morning newspapers✓ – *Cape Times*✓
 - Evening newspapers✓ – *Evening Standard*✓
 - Sunday newspapers ✓ – *Sunday Times*✓
 - International newspapers✓ – Any international newspaper✓ (Any 5 × 2) (10)
- 3.4
- 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 (Any 5 × 1) (5)
- 3.5
- An invitation to a press conference should normally be sent a week in advance. It should clearly state the reason for holding it, the principal speakers, the venue, date and time, and contact person.
 - If there is urgent breaking news, call the relevant editors and hold a press conference.
 - For news to be broadcast on time, time limits or deadlines 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. Equipment such as chairs, tables and stationery, water jugs and glasses should be in place. Microphones and audio-visual aids must be in working order.
 - Identification labels for officials and media representatives must be prepared and handed out on arrival.
 - Suitable refreshments should be provided. If it's cold, soup will be welcomed, otherwise the traditional drinks and snacks. (Any 5 × 2) (10)
- [50]

QUESTION 4

- 4.1
- Paper size A4
 - Heading such as MEDIA or PRESS RELEASE
 - Leave 40 mm space between heading and title
 - Type title in capitals
 - Do not underline the press release
 - Leave 40 mm margins on either side of the paper
 - Always type on one side of the page
 - Use sub-headings to break up text
 - Type the word 'More' at end of page
 - Type 'End' at end of the press release
 - Number each page
 - Begin with first names
 - Mark embargo date clearly
- (Any 5 × 1) (5)
- 4.2
- Customers determine the long-term future of a company. The company cannot exist without them.
 - Good service leads to consumer loyalty, increased market share, and higher levels of employee satisfaction which in turn leads to higher profits.
 - Satisfied customers will insist on the same brand.
 - Consumers have formed powerful groups worldwide. If the company is perceived to be unfair, they will have a problem on their hands.
- (4 × 2) (8)
- 4.3
- The corporate profile
 - Financial highlights
 - Corporate goals
 - Group structure
 - Directors' profiles
 - Chairperson's statement
 - Review of departments
 - Analysis of shareholders
 - Director's reports
 - Notice of AGM
- (10)
- 4.4
- Sponsorship is an exchange between an organisation and an entity.✓ The company expects publicity in return for financial backing.✓
- (2)

- 4.5
- Draw up a list of the media that you will communicate with.
 - Always send a media release to the relevant editor.
 - Write different types of news releases for different publications.
 - Editors look for fresh, newsworthy articles.
 - Editors resist plugs.
 - Suggest different angles to different newspapers.
 - Decide who the most important audience is of a particular story.
 - All information must be truthful and factual.
 - Never state 'no comment' when approached by reporters.
 - Send any news that is relevant to the specific editor/reporter. (Any 5 × 1) (5)
- 4.6
- Is the colour suitable for the content?
 - Is the design balanced?
 - Is the style up to date?
 - Is the logo suitable for the company?
 - Is it unique?
 - Is it memorable? (Any 5 × 1) (5)
- 4.7
- Briefing a designer
 - Research
 - Deciding on a design
 - Compiling a manual
 - Implementation (5)
- 4.8
- Consumers will buy from organisations with a good reputation.
 - 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 which will result in greater productivity, service, and profits.
 - The economy will be stimulated and jobs will be created. (Any 5 × 2) (10)
- [50]

TOTAL: 200