



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

**NATIONAL CERTIFICATE
NOVEMBER EXAMINATION
PUBLIC RELATIONS N5**

28 NOVEMBER 2016

This marking guideline consists of 8 pages.

Two marks for naming each key element in the correct order. (7 x 2 = 14)
Application of key elements (26). Marks indicated.

QUESTION 1

- 1.1 A - Define the situation/situation analysis
- Pizza Hut launching new branches in South Africa
 - The Verve organises pizza launch
 - The date/time when the activity is taking place (14 March 2015)
 - Two phase event
 - It is a once-off event as it introduces the new pizza Hut to be known (4)
- B - Set objectives
- To promote the launch Pizza Hut
 - To get the story out
 - To take advantage of a short window of opportunity
 - To win the hearts of pizza lovers
- Any reasonable objective (4)
- C - Identify stakeholders/target group
- Community
 - Bloomberg online
 - Yum! Brands
 - Poppy Ntshangwana
 - Chris Forrest
 - Government
 - Celebrities
 - Suppliers
 - Pizza lovers
- Any reasonable stakeholder (2)
- D - Develop the message
'Local is Lekker' (2)
- E - Plan of action/activities
- Presentations
 - Store tours
 - Press releases
 - Decorations
 - Pizzas on arrival
 - Cook off
 - Performances
 - Social media endorsements
 - Personalised pizza boxes
- Any reasonable activity (6)

F - Determine budget

- Labour
- Admin costs
- Overhead costs
- Hiring costs – venues for functions
- Promotional costs –printing, promotional materials, pizzas
- 10% contingency

(4)

G - Feedback and evaluation

- Amount of publicity
- General feedback
- Radio and television broadcast returns
- Attendance
- Double the expected sales

Any reasonable feedback & evaluation

(4)

- 1.2
- 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 – being in touch with essential information and keeping ahead of current affairs, international trends and competitors enables the practitioner to advise management.
 - Willingness to serve – satisfy and exceed customer's expectations.
 - Good organisational skills – there are a lot of detail a practitioner has to cope with and, therefore, needs to be methodical.
 - People, relationship and change management skills
 - A friendly nature, positive attitude and enthusiasm
- (Any 5 x 2) (10)
[50]

QUESTION 2

- 2.1
- Development of trade unions, increasing labour unrest and strikes have necessitated liaison with labour markets.
 - The rise of environmental labour issues and consumer affairs has necessitated communication with consumers.
 - Increasing competition in markets necessitates good relations with target groups as well as building a positive organisational image.
 - Decline of the economy, recession and inflation have caused profits to decrease and made organisations more sensitive to losses due to consumer dissatisfaction with their services or products.
 - Social responsibility made companies aware that they should contribute to the community and environment in which they operate.
 - Diverse media has created a need for communication expertise.
 - International developments have made PR essential in creating favourable international relations and promoting goodwill.
 - In South Africa, with its diverse cultural groups, it is especially important to have an understanding of the different cultures.
- (Any 5 x 2) (10)

- 2.2
- Acknowledge the customer – greet them in a calm, friendly manner.
 - Apologise – the client wants an apology, whether the mistake is yours or not.
 - Clarify the situation – find out exactly what the problem is
 - Take responsibility – take responsibility for the action and meet or exceed the client's needs
 - Be tactful – save the customer embarrassment if it was his/her fault
 - Confirm satisfaction – make sure that the customer is happy with the outcome.
 - Keep a journal – it will prevent the problem from occurring again.
 - Phone the customer – make sure that the product was delivered or that they are satisfied with the outcome. (Any 5 x 2) (10)
- 2.3
- To interest/amuse
 - To inform
 - To stimulate/impress
 - To motivate
 - To coerce/persuade (5 x 1) (5)
- 2.4
- Controlling style
 - Egalitarian style
 - Structural style
 - Dynamic style
 - Relinquishing style
 - Withdrawal style (Any 5 x 1) (5)
- 2.5
- | | | | |
|--------|-------|----------|------|
| 2.5.1 | False | | |
| 2.5.2 | True | | |
| 2.5.3 | False | | |
| 2.5.4 | False | | |
| 2.5.5 | True | | |
| 2.5.6 | False | | |
| 2.5.7 | False | | |
| 2.5.8 | True | | |
| 2.5.9 | False | | |
| 2.5.10 | True | (10 x 1) | (10) |

- 2.6
- Face-to-face individual meetings
 - Induction programmes
 - Plant tours
 - Meetings and forums
 - Management and supervisor seminars
 - Industrial 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
 - Pay cheque inserts
 - Suggestion schemes
 - Bulletin boards
- (Any 10 x 1) (10)
[50]

QUESTION 3

- 3.1
- National/Countrywide e– *Sunday Times, Rapport*
 - Regional – *Citi Vision, The Cape Times, Cape Argus, Die Burger, The star, The daily Dispatch*
 - Urban and suburban – *Table Talk, Tygerburger, City Press*
 - Daily– *Citizen, Business Day, Natal Mercury, The Times, Cape Times, The Argus*
 - Morning – *Cape Times*
 - Evening – *Evening Standard*
 - Sunday – *Sunday Times, Rapport*
 - International– *The NY Times, The Daily Mail*
- (Any 5 x 2) (10)
- 3.2
- The nature of the product or service – each product will need a particular medium in order to reach the target audience.
 - The nature of the target audience – this is defined by gender, language, age, race, household income, et cetera.
 - The medium used by the target audience – which medium is used by the target audience and how much does it cost them to use it.
 - The reach of the medium – this refers to the number of the target audience who read or watch the particular medium.
 - The frequency of the medium – how often is it published?
 - Timing – press releases must be sent to magazines three months before, so plan in advance. A list of special features and deadlines are supplied by the media.
- (Any 5 x 2) (10)

- 3.3
- Cover the photograph with a clean sheet of paper and enclose it in an envelope with two pieces of cardboard on either side, cello taped together.
 - Label the envelope with the words 'PHOTOGRAPHS – DO NOT BEND'.
 - Do not expose photographs to hot or damp conditions, if it can be helped.
 - Postmen will often put a rubber band around a pile of envelopes and do not see the 'do not bend' sign. Rather courier press releases and photographs.
 - Photographs should be stored in a dry cool room and enclosed in cardboard sleeves.
 - They could be filed alphabetically per category per year in hanging files.
- (Any 5 x 2) (10)
- 3.4
- 3.4.1
- News release
 - Basic fact-sheet
 - Historical fact-sheet
- (3)
- 3.4.2
- Programme of events
 - Transcript of CEO's speech
 - List of all participants
 - Visual material
 - General news story
 - Two or three feature stories
 - Page with relevant facts
 - Brochures about the event or organisation
- (Any 7 x 1) (7)
- 3.5
- 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)
- (Any 10 x 1) (10)
[50]

QUESTION 4

- 4.1 4.1.1 A sponsorship is an exchange between an organisation and an entity. The company expects publicity in return for financial backing.
- 4.1.2 Money that is given to a cause with no expectation of a return. (2 x 2) (4)
- 4.2
- Draw up a list of the media with whom you will communicate – write the newspaper in one column, the editors and journalists in the next, the phone, fax, email address in another column.
 - Always send a media release to the relevant editor - never send a media release to a particular medium.
 - Write several different types of news releases for different publications – technical journals will focus on how it is made, women's journals will focus on its convenience etc.
 - Editors look for fresh, newsworthy articles – they decide what to publish and how much of it should be published.
 - Editors resist plugs that are masked as advertisements for the company – write the article on topics not the product
 - If you send the same information to several newspapers, suggest different angles – suggest or send a photo shot for each medium. This is helpful and ethical and builds good relationships with the media.
 - Decide who is the most important target audience for a particular story – offer it as an exclusive story to the relevant editor. If it is accepted, do not send to other editors
 - All the information supplied must be truthful – if not, the representative will not trust that particular person gain.
 - Never state 'no comment' when approached by reporters – people assume there is something to hide. Give an honest, positive answer.
 - Send any news that is relevant to the pertinent editor/reporter even if it has nothing to do with your company – you are bestowing a professional favour, this could be returned. (Any 8 x 2) (16)
- 4.3
- Stationery
 - Literature
 - Transportation
 - Packaging material
 - Signs
 - Marketing/Sales material
 - Permanent exhibits
 - Employee information sources
 - Architecture
 - Dining accessories
 - Operational materials
 - Community halls
 - Taxi/Bus/Train ranks/Depots (Any 10 x 1) (10)

- 4.4
- Briefing the designer – The PR Practitioner does not design the logo, but works hand in hand with the designer.
 - Research – interview key personnel to determine company's mission, vision, products, policies and goals. Identify the organisational identity of competitors.
 - Decide on a design – various options presented to key personnel. Everyone should feel free to state their opinion.
 - Compiling a manual – stating exactly how logo should be used.
 - Implementation – all staff are notified of the new corporate identity.
- (Any 5 x 2) (10)
- 4.5
- The colour must be suitable for the content.
 - The logo should be suitable for use in both colour (black and white).
 - The design must be balanced.
 - The style must be up to date.
 - The logo must be suitable for the company.
 - The logo must be unique.
 - The logo must be flexible and progressive.
 - The logo must convey a message.
 - The logo must be memorable.
 - The logo must be simple.
- (Any 5 x 2) (10)
[50]
- TOTAL: 200**