



N1430 - Public Relations N6 QP JUNE 2019 Edited

Public Management (Tshwane North TVET College)



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Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1430(E)(M30)H

NATIONAL CERTIFICATE

PUBLIC RELATIONS N6

(5070046)

30 May 2019 (X-Paper)
09:00–12:00

This question paper consists of 6 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
PUBLIC RELATIONS N6
TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
 2. Read ALL the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Write neatly and legibly.
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QUESTION 1

1.1

PHALAPHALA FM ROYAL HERITAGE FESTIVAL 2020

Phalaphala FM will be hosting the Annual Heritage Festival on 8 and 9 September 2017. The event is a partnership between the station and Range Edge Royal Gardens and has been running for the past five years.



The event is preceded by the King's Walk hosted by the VhaVenda King, His Majesty Hhosikhulu Toni Mphephu Ramabulana, which is then followed by a festival that attracts 15 000 listeners from Limpopo and other provinces. This year, the event will include a Gospel Festival.

[Source: <http://www.phalaphalafm.co.za/sabc/home/phalaphalafm/events>]

- 1.1.1 Describe the situation in the case study. (2)
- 1.1.2 Mention THREE objectives of this event. (3)
- 1.1.3 Identify THREE target groups of the Phalaphala FM Royal Heritage Festival. (3)
- 1.1.4 What message must be carried across to the target groups? (2)
- 1.1.5 List FOUR activities that the Public Relations Programme (PRP) needs to include to make a success of this event. (4)
- 1.1.6 When organising a PRP, a budget must be drafted, which will cover the entire programme. (4)
- Give FOUR elements/costs that should be included in the budget. (4)
- 1.1.7 Mention TWO ways in which the PRP can obtain feedback and evaluation about the success of this event. (2)

1.2

The Royal Heritage (RHF) in Vhembe is described by organisers as Limpopo's biggest music festival. The festival began in 2012 and is now in its fifth year. The full name of the event is the Phalaphala FM Royal Heritage Festival. Phalaphala FM is a Tshivenda language radio station owned by the SABC, which can be received mainly in Gauteng and Limpopo. Other sponsors include the Department of Arts and Culture (under the Mzansi Golden Economy Flagship events category), the Khoroni Hotel (who provides the venue for the pre-party) and VBS Bank (who sponsors T-shirts).



According to organisers, the main purpose of the festival is to provide Limpopo with an opportunity to unify its citizens and their neighbouring countries to celebrate the rich cultural heritage and promote tourism in the province. Key contributions highlighted on the RHF website are social cohesion, economic growth, and tourism and destination marketing, but there are also strong cultural heritage themes.





According to the media reports, in 2015, the festival was attended by 8 000 to 12 000 people from all over South Africa and neighbouring countries. According to the festival organisers, the expected turn-out in 2016 was 15 000 to 21 000 people. The festival took place from 8 to 10 September 2016 and consisted of a number of components.

[Source: Adapted from: <http://www.phalaphalafm.co.za/sabc/home/phalaphalafm/events>]



- 1.2.1 Explain the difference between a *sponsorship* and a *donation*. (4)
- 1.2.2 Describe FIVE sponsorship objectives that sponsors of Phalaphala FM Royal Heritage Festival need to be aware of. (5 × 2) (10)
- 1.2.3 Name SIX types of sponsorships in South Africa.  (6)
- 1.2.4 Many companies use trade exhibitions to promote their image, product and services. However, poor planning can lead to failure and create a bad image for the company.
- Discuss FIVE problem areas that may cause an exhibition to fail. (5 × 2) (10)
- [50]**

QUESTION 2

- 2.1 Discuss step 15 – 'arrange for the plant tour' – on the checklist of the PRP when organising an event in the organisation.  (5 × 2) (10)
- 2.2 The correct choice of seating arrangements is important because it supports the communication objectives of a presentation.
- Name FOUR different seating layouts that organisers may use. (4 × 2) (8)
- 2.3 Describe SIX objectives of communication media.  (6 × 2) (12)
- 2.4 Discuss the venue selection criteria to be used by the PRP when organising a conference. (10)
- 2.5 Describe FIVE advantages of advertising. (5 × 2) (10)
- [50]**

QUESTION 3

- 3.1

CSR is the continuing commitment by businesses to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families, as well as that of the local community and society at large.
- 3.1.1 Describe FIVE roles of the PR department regarding its social responsibility.  (5 × 2) (10)
- 3.1.2 Name FIVE areas where social responsibility can be demonstrated. (5)
- 3.2 List TEN fundamental rules of crises or disasters. (10 × 2) (20)
- 3.3 Name FIVE common myths about fundraising.  (5)
- 3.4 Mention FIVE advantages of public relations research. (10)
- [50]**

QUESTION 4

- 4.1 **POSITION: PROCUREMENT MANAGER (SANDTON)**
- Purpose of the position:** Building a credible supply chain management (SCM) organisation in relation to the practices, systems and infrastructure required to execute world class purchasing and SCM processes at AEMFC.
- Requirements and experience:**
- Bachelor's degree in SCM/Finance MCIPS
 - Eight years' experience in SCM of which three years must be at a managerial level
- [Source: *Sunday Times*, 9 July 2017]
- 4.1 Write down FIVE changes you would make to improve the advertisement. (10)
- 4.2 Before any publication is planned, the objective of publication, the target group and available budget should be decided, as it will determine the size and specific nature of publication.
- Discuss FIVE types of information that the printer requires regarding the desired publication. (5 × 2) (10)
- 4.3 Explain FIVE requirements of a good design. (5 × 2) (10)
- 4.4 Discuss FIVE guidelines for dealing with the press. (5 × 2) (10)
- 4.5 Mention THREE types of house journals. (3)
- 4.6 List SEVEN steps in planning the audio-visual programmes. (7)
- TOTAL: 200**