



Mark Scheme

On Demand

Pearson LCCI Public Relations Level 2
(ASE2029)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

GENERAL

- 1 The aim of this examination is to test the candidate's basic knowledge and understanding of the concept of Public Relations and of the techniques applied to the Public Relations activities. It is set at a tactical level for candidates who are or want to be junior members of a Public Relations department.
- 2 All **17** questions should be attempted.
- 3 Question 1 carries **20 marks**. ALL other questions carry **5 marks each**.
- 4 Marks availability is clearly set out on the question and answer paper. Half marks may be awarded, but the final total should be rounded up to a whole number.
- 5 All answers must be entered in the question and answer paper. No additional sheets are permitted.
- 6 Rough notes must be written in the space provided on the page of the combined question and answer booklet headed **Rough Notes**.
- 7 Answers should be within the spaces provided.
- 8 Candidates who select from a multi-choice question other than by underlining shall not be penalised provided their choice(s) are clearly indicated.
- 9 Grammar, syntax, spelling, etc are not rewarded nor penalised. If the meaning is clear the mark(s) should be awarded.
- 10 Diagrams, etc must be properly drawn and fully labelled if full marks are to be awarded.

Question Number	Answer	Mark
1	<p>LAYOUT</p> <p>(a) heading of release * address</p> <p>(b) telephone number * fax number</p> <p>(c) 24 hour/after hours contact number * e-mail address</p> <p>(d) date *</p> <p>reference number of the release</p> <p>(e) ENDS at the bottom of the release * for further information contact</p> <p>(f) the name of the PRO * web page</p> <p>(g) more/continued (must have both for a 1/2 mark) but only credit once in the answer.</p> <p>A press release that does not have a date and/or reference number can NEVER be awarded full layout marks no matter how many other elements are present.</p> <p style="text-align: right;">(Total 20 marks)</p>	(5)

TOTAL FOR QUESTION 1 = 20 MARKS

Question Number	Answer	Mark
2	<p>Syllabus Topic 2: Understanding the media (7.1)</p> <p>(a) An embargo is a request to the editor to delay publication (or broadcast) of some information until a given date or time.</p> <p>(b) Copy date is the deadline date for copy to be received by the media for publication.</p>	(3) (2)

TOTAL FOR QUESTION 2 = 5 MARKS

Question Number	Answer	Mark
3	<p>Syllabus Topic 9: Sponsorship (9.1)</p> <p>(a) Sponsorship is the financial or material support given by an organisation or individual to enable another organisation or individual to perform or carry out specified actions.</p> <p>(b) Answers from:</p> <ul style="list-style-type: none"> ▪ Sponsoring an event ▪ Sponsoring a person ▪ Sponsoring a building ▪ Sponsoring a team ▪ Sponsoring a competition ▪ Etc 	<p>(2)</p> <p>(3)</p>

TOTAL FOR QUESTION 3 = 5 MARKS

Question Number	Answer	Mark
4	<p>Syllabus Topic 13: Organising, and managing effective meetings (13.2)</p> <p>(a) The agenda of a meeting is the format and sequence of the meeting to take place. It should list topics to be covered and discussed with approximate time scales.</p> <p>(b) The minutes of a meeting are a written record of what takes place in a meeting. It should record key events and a record of what was said by whom.</p>	<p>(2)</p> <p>(3)</p>

TOTAL FOR QUESTION 4 = 5 MARKS

Question Number	Answer	Mark
5	Syllabus Topic 10: Research (10.1)	
	<p>(a) Observation, Experimentation, Questionnaires</p> <p>(b) Quantitative data is referred to as hard data and is invariably expressed in numbers. Usually collected through the use of closed questions frequently requiring yes or no answers. Such data can be analysed and presented in statistical format.</p>	<p>(3)</p> <p>(2)</p>

TOTAL FOR QUESTION 5 = 5 MARKS

Question Number	Answer	Mark
6	Syllabus Topic 7: Media events (7.2)	
	<p>Answers from:</p> <ul style="list-style-type: none"> ▪ For media only ▪ Prepared at very short notice ▪ No invitations issued ▪ No hospitality provided ▪ Usually for issue of hard news ▪ Can be held in any convenient place (airport, hotel, boardroom etc) ▪ Media often allowed to ask questions 	(5)

TOTAL FOR QUESTION 6 = 5 MARKS

Question Number	Answer	Mark
7	Syllabus Topic 5: Community relations (5.1)	
	<p>(a) Answers from:</p> <ul style="list-style-type: none"> ▪ ease of recruiting staff ▪ staff retention ▪ good media relations ▪ good media coverage ▪ help in times of crisis ▪ increase in local sales <p>(b) Staff secondment refers to the actions of an organisation allowing members of staff to work or help in the community using any specific skill or knowledge they may have, for the benefit of the community.</p>	<p>(3)</p> <p>(2)</p>

TOTAL FOR QUESTION 7 = 5 MARKS

Question Number	Answer	Mark
8	<p>Syllabus Topic 2: Publics of public relations (2.1)</p> <p>Answers from:</p> <ul style="list-style-type: none"> ▪ Employees – cashiers ▪ Customers – people who shop at supermarket ▪ Local community – people living near the supermarket ▪ Suppliers – organisations who supply goods to the supermarket ▪ Finance institutions – local or national banks ▪ Media – local print and electronic media ▪ Government – statutory departments ▪ Etc 	(5)

TOTAL FOR QUESTION 8 = 5 MARKS

Question Number	Answer	Mark
9	<p>Syllabus Topic 4: International public relations (4.2)</p> <p>(a) Body media refers to any form of messages that might be printed on any items of clothing such as T-shirts, caps, scarves etc.</p> <p>(b) Cartoon type leaflets refers to leaflets that have very minimal text on them and seeks to convey a message through graphics alone.</p>	(2) (3)

TOTAL FOR QUESTION 9 = 5 MARKS

Question Number	Answer	Mark
10	<p>Syllabus Topic 6: Carrying out a public relations campaign (6.2)</p> <p>Answers from:</p> <ul style="list-style-type: none"> ▪ Amount of media coverage ▪ Tone of media coverage ▪ Attendance at meetings ▪ Calls to a help line ▪ Requests for further information ▪ Reduction in sales of alcoholic products ▪ Decrease in alcoholic related accidents/illnesses ▪ Etc 	(5)

TOTAL FOR QUESTION 10 = 5 MARKS

Question Number	Answer	Mark
11	<p>Syllabus Topic 1: Structure of public relations (1.3)</p> <p>Answers from:</p> <ul style="list-style-type: none"> ▪ PR Manager ▪ Press Officer ▪ Events Officer ▪ Publications Officer ▪ Account Manager ▪ Evaluation & Research Officer ▪ Admin Officer ▪ Financial PR Officer ▪ International PR Officer ▪ etc. 	(5)

TOTAL FOR QUESTION 11 = 5 MARKS

Question Number	Answer	Mark
12	<p>Syllabus Topic 3: Statutory legislation (3.1)</p> <p>(a) Slander is the speaking of some malicious statement that is likely to defame a person or organisation in the mind of reasonable people.</p> <p>(b) Libel is the making of some malicious statement in a permanent format such as letter, article or broadcast that is likely to defame a person or organisation in the mind of reasonable people.</p>	<p>(2)</p> <p>(3)</p>

TOTAL FOR QUESTION 12 = 5 MARKS

Question Number	Answer	Mark
13	<pre> graph LR S[SENDER] --> E[ENCODES] E --> M[MEDIA] M --> D[DECODES] D --> R[RECEIVER] R --> F[FEEDBACK] F --> S N((NOISE)) </pre>	(5)

TOTAL FOR QUESTION 13 = 5 MARKS

Question Number	Answer	Mark
14	<p>Syllabus Topic 1: Structure of public relations (1.3)</p> <p>(a) Answers from:</p> <ul style="list-style-type: none"> ▪ Corporate PR ▪ International PR ▪ Crisis PR ▪ Financial PR ▪ PR Lobbying ▪ Sponsorship ▪ Exhibitions ▪ Etc 	(3)

TOTAL FOR QUESTION 14 = 5 MARKS

Question Number	Answer	Mark
15	<p>Syllabus Topic 7: Media relations (7.4)</p> <p>Media relations are all the activities taken by an organisation to develop and promote favourable and cordial relations with members of the media.</p>	(5)

TOTAL FOR QUESTION 15 = 5 MARKS

Question Number	Answer	Mark
16	Syllabus Topic 8: Exhibitions (8.1)	
	(a) Consumer, Trade, International, Travelling or EXPO	(3)
	(b) Arranging stand, preparing stand, preparing literature, issuing press releases	(2)

TOTAL FOR QUESTION 16 = 5 MARKS

Question Number	Answer	Mark
17	Syllabus Topic 11: Technology and I.T. (11.1)	
	(a) Desk top publishing is the use of computers and appropriate software to produce finished documents ready for printing	(2)
	(b) Producing leaflets, brochures, house journals, training materials	(3)

TOTAL FOR QUESTION 17 = 5 MARKS