



Mark Scheme

Sample Assessment Materials

Pearson LCCI

Level 2 Certificate in Public Relations (VRQ)
(ASE2029)

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ISBN 9781446942994

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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 be 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 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.

Question number	Answer	Mark		
1	<p style="text-align: center;">News from Krafnes News release Immediate recall of flour products</p> <p>Krafnes London head office announced today an immediate recall of all 2 kg packets of Fine Flour with the batch number F298432.</p> <p>Operations Director Mr Hughes stated, 'Quality control tests reveal a chemical cleaning fluid may have contaminated recent production. Customers who have purchased Fine Flour in the last week should return their purchase to their retailer for a full refund. Retailers and wholesalers have been instructed to remove all stocks from sale.'</p> <p>Mr Hughes added, 'The accident happened as a result of a fault in the cleaning equipment. The cleaning fluid is used to sterilise the storage bins which is then blown out of the oven with high pressure air hoses. A fault in the system resulted in traces of the cleaning fluid remaining in the bins.'</p> <p>Krafnes, established in 1953, is the country's largest producer of refined flour, employing some 2000 people in its three refineries throughout the country.</p> <p style="text-align: center;">ENDS</p> <p style="text-align: center;">A. Candidate, Press Officer The Fine Flour Company 0207 678 1234 Email: Acand@fineflour.com</p> <p>For further information please contact:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Mr Michael Hughes Operations Director Krafnes Plc. 34 The Lanes London L323 4PT </td> <td style="width: 50%; vertical-align: top;"> Tel: 0207 678 3465 Fax: 0207 678 2222 After hours Tel: 0207-456-4321 Date xx/xx/xxxx Ref: FF 11675 </td> </tr> </table>	Mr Michael Hughes Operations Director Krafnes Plc. 34 The Lanes London L323 4PT	Tel: 0207 678 3465 Fax: 0207 678 2222 After hours Tel: 0207-456-4321 Date xx/xx/xxxx Ref: FF 11675	(20)
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Question number	Answer	Mark
2(a)	<p>Media relations is the relationship between a PR department and the media. It is developed by such things as:</p> <ul style="list-style-type: none"> • writing press releases • writing feature articles or editorials • arranging press conferences • arranging facility visits • arranging press receptions • media interviews. 	(2)

Question number	Answer	Mark
2(b)	<p>Media evaluation: when evaluating the media the practitioner needs to consider the media coverage geographically and the readership, the target audience, the frequency of publication, and lead times or deadlines.</p>	(3)

Question number	Answer	Mark
3	<p>A corporate brochure is (usually) an expensive, glossy publication that informs and educates external publics about the organisation. It will contain information about the organisation, its mission statement, its products or services, its premises, senior management and may well incorporate a brief extract of the financial annual accounts.</p>	(5)

Question number	Answer	Mark
4(a)	Public relations is the planned and ongoing process to inform, educate and to create mutual understanding between an organisation and its publics.	(3)

Question number	Answer	Mark
4(b)	Propaganda is the communicating of a particular belief, idea or philosophy that appeals to the emotions of the listener. It is a forceful persuasive message aimed at converting the recipient to the communicator's point of view.	(2)

Question number	Answer	Mark
5	Any five of the following examples, up to a maximum of 5 marks: <ul style="list-style-type: none"> • customers • employees • local community • suppliers • trade unions • media • potential employees • local or central government • financial markets. 	(5)

Question number	Answer	Mark
6	Any five of the following examples, up to a maximum of 5 marks: <ul style="list-style-type: none"> • assessment of the situation • objectives • publics • media • budget • evaluation. 	(5)

Question number	Answer	Mark
7(a)	Statutory law are laws passed by the ruling bodies of a country and are binding on everyone. Failure to comply with them could result in a fine or imprisonment.	(2)

Question number	Answer	Mark
7(b)	Copyright – it is the legal ownership in any form of written, graphic, visual or audible communication. It is the form in which the idea or concept is expressed that is copyrighted, not the idea itself.	(3)

Question number	Answer	Mark
8	<ul style="list-style-type: none"> • Political environment • Social and cultural environment • Economic (or educational, environmental) environment • Legal environment • Technology environment 	(5)

Question number	Answer	Mark
9	<ul style="list-style-type: none"> • Donations • Sponsorship • Community involvement • Infrastructure development • Amateur media support <p>Other acceptable answers:</p> <p>bursaries, open days, facility visits, recruitment of locals, staff secondments, educational support, charity adoption.</p>	(5)

Question number	Answer	Mark
10	<ul style="list-style-type: none"> • Cost • Accuracy • Time • Security <p>(All four correct for 5 marks – otherwise 1 mark each.)</p>	(5)

Question number	Answer	Mark
11	<ul style="list-style-type: none"> • Consumer exhibition • Trade exhibition • International exhibition • Expo <p>(All four correct for 5 marks – otherwise 1 mark each.)</p>	(5)

Question number	Answer	Mark
12	<p>Any five of the following examples, up to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • face to face • public meetings • through chiefs or opinion leaders • body media (t-shirts, caps) • drama shows • cartoon posters • cartoon leaflets • mobile cinemas • PA systems. 	(5)

Question number	Answer	Mark
13	<ul style="list-style-type: none"> • Short notice • Hard news • No invitations • Lasts a short time • No hospitality <p>Other acceptable answers:</p> <ul style="list-style-type: none"> • journalists/media only • held in designated place (no pre-booked venue) • questions and answers may be allowed. 	(5)

Question number	Answer	Mark
14	A news agency is an organisation that gathers news from many sources and then sells it to other media outlets.	(5)

Question number	Answer	Mark
15(a)	Primary research is research that is carried out for the very first time. Often referred to as field research it seeks to obtain information that does not already exist in any format.	(2)

Question number	Answer	Mark
15(b)	Observation, experimentation, questionnaires.	(3)

Question number	Answer	Mark
16(a)	The agenda is a written list of topics to be discussed during a meeting. The list is prepared in a numerical order and is usually issued to people attending the meeting in advance.	(3)

Question number	Answer	Mark
16(b)	The minutes are a written record of everything that is discussed during a meeting. This may be a word-for-word record or a summary of key points.	(2)

Question number	Answer	Mark
17(a)	The internet is a global system of interconnected computer networks. It is a 'network of networks' that consists of millions of computers, both private and public, from local to global scope, that are linked.	(2)

Question number	Answer	Mark
17(b)	A search engine is web page used to locate information on the internet. A search engine may store references to the entire internet, or may only apply to a single site.	(3)