Mark Scheme

Sample Assessment Materials

Pearson LCCI
Level 3 Certificate in Public Relations (VRQ)
(ASE3029)

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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.

SECTION A

Question number	Answer	Mark
1	News from Jet-Away News release Jet-Away to merge with Fly-with-Us Jet-Away announce a merger with Fly-with-Us airline. This was announced today, 28th January 2009, at a press conference at the Hilton Hotel, Luton. The merger commences with immediate effect and will be completed at the end of May 2009. Mr David Black, Operations Director, stated, "We are very pleased with this merger and this will see the creation of a major airline in the industry. Trading as Jet-Away-with-Us, we can offer an additional 20 destinations in Europe from our domestic airports. The addition of 60 aircraft to our fleet allows us to offer more flights to our most popular destinations." The merger will result in the closure of two maintenance depots at Luton and Manchester and the Fly-with-Us booking centre, with the loss of 400 jobs. Jet-Away was founded in 1978, flies to over 60 destinations in Europe and Africa and employs over 4000 staff in its operations. ENDS A. Candidate, Press Officer Jet-Away Airlines 0217 678 1234 Email: Acand@jetaway.com For further information please contact Mr David Black Operations Director Jet-Away 33 The Broadway Luton LT19 4WY Tel: 0217 678 3465 Fax: 0217 678 2222 After-hours Tel: 0217 456 4321 Date 28th January 2009 Ref: Jet-Away 01-09/22	
		(20)

Question number	Answer	Mark
2	**Situation analysis:** • a large supermarket chain wants to build a new superstore • local residents are opposed to this plan • will force the closure of many small retailers • will create major traffic problems. **Objectives:** • to create maximum awareness of the proposed supermarket plans • to motivate residents and objectors to protest • to try and prevent the building of the supermarket • to enlist the maximum support from opinion leaders. **Publics:** • local residents who live in the area • local shopkeepers and small businesses that could be affected by the building of the supermarket • local council and members who serve on the council • local opinion leaders such as clergy, doctors, solicitors, etc. • central government who could prevent the building of the supermarket • the Small Business Association • road safety organisations in the region or even nationally • local headteachers and teachers in schools concerned about the road safety of the children. **Media:** • issuing of press releases to the local and national media • arranging press conferences and media interviews to outline proposed plans of action • arranging public meetings for the local residents • direct contact with local councillors either by telephone or face to face • enlisting the support of the Small Business Association through face-to-face meetings or by telephone or mail contact • creating a website to publicise the protest • lobbying members of the national legislature • meetings with local opinion leaders and road safety organisations • printing of leaflets for distribution throughout the area • organising a protest petition to be presented to the local council and regional/national government • organising protest marches and demonstrations.	

Question number	Answer	Mark
	Budget: • hire of venues for public meetings xxx • printing and distribution of leaflets xxx • associated costs of holding press conferences xxx • telephone, mail or travelling costs for contacts xxx **Evaluation:** • any changes in the plans to build the supermarket • the amount of media coverage obtained • the tone of the media coverage • attendance at the public meetings • levels of awareness created in the campaign.	**(20)**

Question number	Answer	Mark

3	To: Public Relations Director
	From: A. Candidate
	Date: 28th January 2009
	Subject: Essential duties required for arranging and conducting a meeting
	
	1. Review the necessity for a meeting
	  • Is a meeting the best means of communication and discussion?
	  • Could the matters be discussed or resolved by telephone or mail/email contact?
	
	2. Participants
	  • Reviewing those people who may be required to attend the meeting.
	  • Selecting the relevant people to be invited/informed of the meeting.
	  • Select only those people with direct involvement and who can contribute directly to the meeting as it is in progress.
	
	3. Time, venue
	  • Decide on an appropriate date, time and venue for the meeting.
	  • Communicate these details to the people required to attend.
	  • Make necessary amendments to ensure that all those people required to attend can do so.
	
	4. Agenda
	  • Prepare the relevant agenda for the meeting.
	  • Ensure copies of the agenda are forwarded to all meeting participants in advance (preferably at least 48 hours in advance).
	
	5. Minutes of meeting
	  • Ensure that a suitably qualified person is available to take the minutes of the meeting.
	
	6. Opening the meeting
	  • Welcome all persons attending.
	  • Introduce all persons attending to each other if necessary.
	  • Identify any time constraints that may be relevant.
	
	7. Establish the objectives
	  • Explain the objectives of, or reasons for, the meeting.	

Question number	Answer	Mark
	• Establish any ground rules, such as content, levels of participation required or no go areas for the meeting. 8. Time management • Strict control of time during the meeting, ensuring the agenda is kept to. 9. Evaluation review and close • Review the meeting and items raised. • Review and agree decisions (suggestions or ideas) made. • Determine and agree if any further meetings might be needed. • Close the meeting, thanking all participants for their attendance and contributions. 10. Written report • Prepare a written report of discussions and decisions made from the minutes of the meeting for senior management and for organisational records.	
		(20)

Question number	Answer	Mark
4(a)	The differences between a press conference and a press reception. <table><tr><th>Press conference</th><th>Press reception</th></tr><tr><td>- formal - no hospitality - for hard news - arranged often at very short notice - lasts less than an hour (usually) - open to all relevant journalists - question and answer session - venue likely to board room/press centre - no printed invitations</td><td>- informal - hospitality provided - for soft news - planned weeks/months in advance - can last for several hours - very select and short guest list - informal talks and discussions - venue likely to be hotel/hospitality facility - printed invitations</td></tr></table>	(5)

Question number	Answer	Mark
4(b)	Occasions when a press reception may be used: • when an organisation is launching a new product or opening a new branch or premises • after the organisations annual general meeting • before or during an exhibition • when announcing details of a new sponsorship deal • long service award ceremonies or retiring staff • to enable the media to meet senior executives • when an organisation has appointed a new Chief Executive and wishes to introduce them to the media • when an organisation has successfully completed a merger or a takeover.	(5)

Question number	Answer	Mark
4(c)	Elements that could/should appear on an invitation card to a press reception: • who it is from • why it is being held • tile of the event • time and date • venue • time of start • time of completion (if possible) • catering details • request for reply • where the location is • parking availability • public transport routes/availability • any other special factors (which entrance, room etc) • reply details.	**(10)**

Question number	Answer	Mark
5	To: Managing Director From: A. Candidate Date: 28th January 2009 Subject: Elements of a Market Research Project • Stages in a research project 1. Correctly identifying the problem, or the area of research, that is needed to be carried out 2. Devising the most suitable method of carrying out the research: • careful selection of the sampling method to be used • devising a relevant questionnaire to obtain the required information – this is normally pretested before being used in the main research project • deciding on the relevant techniques and methods that will be used to analyse the data received. 3. Collecting the data: • using the relevant research skills and techniques for obtaining secondary data • carrying out the required number of interviews using primary research • monitoring and spot checking of interview staff • random checking of completed surveys for accuracy. 4. Analysing the data: • using the relevant techniques to convert the data into meaningful information. 5. Presentation of the report: • the information has to be presented in the relevant format for the person receiving the report. • The relevance of CATS 1. C = Cost: • the cost of employing a research agency or staff costs • the costs of preparing the actual research survey • travelling expenses, possibly accommodation and meal costs • the opportunity costs of management time • the costs of having the data analysed and correctly presented • organisations have to be certain that the benefits and the value of the information that is likely to be obtained will exceed the financial costs of carrying out the	

Question number	Answer	Mark
	research. If it does not then carrying out the research would be a pointless and wasteful exercise.	
	2. A = Accuracy:	
	• correctly identifying the problem or area to be investigated, failure to do so would result in data being collected that could be irrelevant to the problem at hand	
	• devising a suitable research method, selecting a relevant sample and devising an appropriate survey questionnaire	
	• the training of the interviewing staff carrying out the survey	
	• the correct analysis of the data	
	• accuracy in research is vital owing to the fact that managers will base their strategies and decisions will be made on the research results. Inaccurate research could lead to the wrong decisions being made.	
	3. T = Time:	
	• time to physically carry out secondary research, time to interview people	
	• time to analyse the data collected	
	• time to prepare the analysed data in a suitable report format	
	• the longer the time taken for the research the greater likelihood of competitors getting to know about it	
	• the time factor is also essential, research has to be timely to be of use. If research is not presented within a suitable time period, the data and information obtained might already be out of date by the time the report is presented.	
	4. S = Security:	
	• the agency or staff employed must not pass any information to other people	
	• the greatest care possible must be taken to try and ensure that competitors do not get access to any information	
	• data when it has been collected and analysed must be stored very securely for possible future use	
	• reports should only be supplied to properly authorised people within the organisation and is not for general knowledge	
	• trying to keep the actual research project secret from competitors can be very difficult, with the relevant controls and checks it should be possible to keep the actual information from leaking into their hands.	**(20)**

Question number	Answer	Mark
6	10 answers from: Media: • column centimetres coverage • frequency of coverage • tone of coverage • air time (minutes/seconds) allocated. Research: • tracking study into levels of awareness before, during and after campaign • attitude research to monitor changes • number of attendees at meetings • numbers of visitors to an exhibition stand • observations to monitor possible changes in behaviour • statistical research to show increase(or decrease) in desired actions or outcomes • research into knowledge of sponsorship association. Other methods: • enquiries to a telephone helpline • requests for additional information (leaflets, pamphlets etc.) • increase in sales of goods or services related to the campaign.	
		(20)

Question number	Answer	Mark
7	To: Marketing Director From: A. Candidate Date: 28th January 2009 Subject: Legal terms relating to public relations 1. Code of conduct • Determined by consensus of the members of a professional body • Membership of the professional requires acceptance and compliance with the code of conduct • Will determine the moral, ethical and professional manner in which business and trading will be carried out by all members 2. Statutory legislation • Rules and regulations that have been determined by the governing or ruling body of a country or region. • Everyone is required to comply with such rules and regulations • Failure to do so can result in legal action being taken against the offender resulting in a fine or imprisonment 3. Copyright • This is the legal ownership in any form of written, graphic, visual or audible communication • It is the form in which an idea or concept is expressed that is copyrighted, not the idea itself • Using another person's work without permission can carry severe penalties. 4. Trademark • This is any name, sign, symbol or slogan associated with a particular product, service or organisation • It is officially registered as belonging to a specific individual or organisation • This provides legal protection from copying 5 Public relations professional code of conduct Any 5 from the following: • Uphold the standards in PR practice • Deal honestly and fairly with clients and employers - "fair competition" • Maintain the reputation of the profession • Conduct all activities with proper regard for the public interest • Respect the code of conduct of other professional associations • Respect and adhere to any statutory or regulatory codes	

Question number	Answer	Mark
	• Declare any conflicts of interest • Safeguard confidences of past and present employers and/or clients • The IPR code will be applied to the laws of the country in which the PR member is practising • Confidentiality with clients and employers	**(20)**

Question number	Answer	Mark
8(a)	Broadcast sponsorship This is where an organisation actually pays for a programme to be broadcast, in return it receives exclusive mentions before, during and after the particular programme. Such sponsorship is negotiated for a set number of programmes or a specified time period (usually 12 months).	(2)

Question number	Answer	Mark
8(b)	Columnist This is a journalist (or possibly even a contributor) who writes a regular column (or article) for a specific publication. This is invariably on a set day of the week.	(2)

Question number	Answer	Mark
8(c)	Cover price This is the price that is printed on the cover of a publication to indicate its retail price to the end user.	(2)

Question number	Answer	Mark
8(d)	Web page This is the cyberspace home of an organisation, group or even individual. It allows the page owner to communicate information about their products, services or any other information to anybody accessing the page via the internet. Every web page has what is called an URL (unique resource location) which cannot be duplicated or copied. Pages are used to give out information and to attract possible sales or sales.	(2)

Question number	Answer	Mark
8(e)	Libel The publication in a permanent format such as writing or by broadcast of a statement that tends to lower a person in the estimation of right-thinking members of society generally.	(2)

Question number	Answer	Mark
8(f)	Proofreading This is where any written copy is finally checked for spelling mistakes, grammatical errors and final layout before being sent to the printer for printing.	**(2)**

Question number	Answer	Mark
8(g)	Desk top publishing This is an electronic method of producing final copy ready for printing. It has the ability not only for content, but layout and style can be adjusted. It involves the use of a computer and suitable computer software such as Quark Express.	**(2)**

Question number	Answer	Mark
8(h)	Typography This is the art or style of using print effectively. It refers to typeface, point size and leading in the printing operation.	**(2)**

Question number	Answer	Mark
8(i)	CCTV This refers to closed-circuit television. A facility that employs numerous monitors (or screens) and allows for the simultaneous broadcast of a speech, meeting or other type of event to different parts of an organisation. Indeed it can also be used to offer the same facilities over a restricted geographical area.	**(2)**

Question number	Answer	Mark
8(j)	The Mexican Statement This is a statement that offers a definitive and globally accepted definition of public relations. It says that "…PR practice is the art and social science of analysing trends, predicting their consequences, counselling leaders, and implementing planned programmes of action which will serve both organisations and the public interest…".	**(2)**

(Total for Question 8 = 20 marks)

Question number	Answer	Mark
9(a)	Corporate social responsibility is a concept whereby organisations consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organisations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large. Organisations adopt this policy on a national (or international scale). Community relations is the total result of conscious efforts by an organisation to be an accepted and respected part of its local community. It is aimed at creating the accepted image of being a "good neighbour". As such the organisation, which may be a small to medium enterprise, concentrates its efforts and activities in serving the local community that surrounds it.	**(6)**

Question number	Answer	Mark
9(b)	Advantages of good community relations: • makes it easier to recruit staff • support from community in times of crisis • favourable reactions to organisation's products or services • helps to build or enhance corporate image.	**(4)**

Question number	Answer	Mark
9(c)	Five community relations activities from: • recruitment of local workforce • secondment of staff into the community • involvement in local affairs (using lobbying power for the benefit of the community) • allowing community to use organisations sports or medical facilities • holding open days for the community • building small infrastructure amenities such as a clinic, library, children's play area, etc. • organising clean-up campaigns or environmental activities such as tree plantings	

Question number	Answer	Mark
	• local sponsorship activities of sports teams, arts groups or individuals • educational support such as bursaries, school equipment etc.	(10)

(Total for Question 9 = 20 marks)

Question number	Answer	Mark
10	To: Public Relations Director From: A. Candidate Date: 28th January 2009 Subject: Possible difficulties for a PR campaign in a developing nation 1. Infrastructure: • While major cities will have electricity it is very likely that rural areas do not. • Remote regions are very unlikely to have any reasonable standard of road network. • Trading in regional and remote regions might consist of bazaars, markets or simply face to face barter exchange. • Water in regional and remote areas might simply consist of boreholes or local rivers. • Repair facilities for electrical goods (and spare parts) might be non-existent in rural and remote regions. • There may be a severe lack of any media structure in rural and remote regions. 2. Cultural and social: • There may be several languages or dialects in a developing country. • Levels of literacy may be very low in some areas of a developing nation. • There may be a variety of religions and different beliefs. • Tribal taboos, superstitions and rituals may present barriers to public relations. • The status and role of females can differ enormously in different tribes and regions. • The status of a tribal chief or tribal elders can exert great influence on the local community. 3. Research: • There may be very little, if any secondary research information or data available. • The accuracy of any secondary research available might be very suspect. • Lack of trained personnel to carry out research projects. • Difficulties in obtaining a truly representative sample population. • Logistical difficulties in researching in rural areas. • Suspicion or animosity of respondents to answer research questions.	**(20)**