JUNE 2013 EXAMINATION

DATE: 12 JUNE 2013

TIME: 09H00 – 12H00    TOTAL: 100 MARKS

DURATION: 3 HOURS    PASS MARK: 40%

(BUS-PR1)

PUBLIC RELATIONS 1

THIS EXAMINATION PAPER CONSISTS OF 4 SECTIONS:

SECTION A: CONSISTS OF:
(i) 10 MULTIPLE-CHOICE QUESTIONS (10 MARKS)
(ii) 5 TRUE OR FALSE QUESTIONS (10 MARKS)
(iii) 10 MATCHING-STATEMENT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

SECTION B: CONSISTS OF 3 SHORT QUESTIONS

ANSWER ALL THE QUESTIONS (10 MARKS)

SECTION C: CONSISTS OF 3 LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS (40 MARKS)

SECTION D: CONSISTS OF 3 INTERPRETATIVE QUESTIONS

ANSWER ANY ONE OF THE QUESTIONS (20 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.
SECTION A  (30 MARKS)

ANSWER ALL THE QUESTIONS

(i) MULTIPLE-CHOICE QUESTIONS

Choose the correct option for each of the following. Write only the question number and your chosen answer. For instance, if you think that the correct answer for number 1 is (a), then write it as 1. (a).

1. The first stage in film / video editing is:
   (a) the production of the fine cut.
   (b) dubbing.
   (c) the production of the rough cut.
   (d) the married print.

2. Which one of the following organisations represents South Africa’s professional public relations practitioners?
   (a) PRISA
   (b) IPRA
   (c) SABC
   (d) IPR

3. Which one of the following describes an image?
   (a) to present every aspect of the organisation favourably
   (b) to inform shareholders of new ideas
   (c) to make sure that it receives adequate publicity
   (d) a picture conjured up by an idea

4. Which one of the following is the abbreviation for the ‘world wide web’?
   (a) www
   (b) org.za
   (c) ww
   (d) e-mail

5. The registration committee of PRISA allocated points for tasks within the different functions. The minimum points for students / learners are:
   (a) 30
   (b) 50
   (c) 60
   (d) 5
6. The main basic communication process is:
   (a) feedback, noise and encoding.
   (b) communicator, message and receiver.
   (c) verbal signs, receiver and listener.
   (d) people, message and the channel.

7. Which one of the following is part of the newspaper office, which receives news from various sources such as reporters, wire services and so on.
   (a) the news desk
   (b) the photo agency
   (c) news agencies
   (d) the press officer

8. 'Bleed' is a printing term, which means:
   (a) that the film has not been rewound after showing.
   (b) that the printed matter runs right off the edge of the trimmed page.
   (c) you have to enlarge a 16 mm film to 35 mm.
   (d) a shot that establishes a mood or location.

9. Sponsorship is:
   (a) an advertisement.
   (b) a business transaction of mutual benefit to the sponsor and the recipient.
   (c) conservation of the environment.
   (d) a donation for a sports event.

10. Which one of the following defines the term 'exhibition'?
    (a) An organised group of displays representing a particular industry, the products of a region or the product of a group of people.
    (b) A formal meeting of delegates for discussion.
    (c) General news about people and events.
    (d) A news story supplied to the media by a public relations source.

(ii) **TRUE OR FALSE QUESTIONS**

Indicate whether the following statements are True or False. Motivate all your answers.

1. Public relations as a service will help to create confidence and goodwill between clients and publics.

2. The job of public relations is not to ensure a constant outward flow of information about the company and its products.

3. The role and value of the accredited public relations practitioner is to create awareness and a positive perception among opinion leaders.

4. A public relations member will not cooperate with fellow members in upholding the code of conduct of PR practitioners.

5. The two basic directions of communications are vertical and horizontal. [5 × 2 = 10]
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column B to the terms in Column A. Write down the answers only, for example 1. (a).

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. call sheet</td>
<td>(a) a band of frequencies used in transmitting sound and vision signals</td>
</tr>
<tr>
<td>2. split screen</td>
<td>(b) a single picture in a film or television broadcast</td>
</tr>
<tr>
<td>3. mute</td>
<td>(c) a shot midway between a close-up and a long shot</td>
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<tr>
<td>4. channel</td>
<td>(d) unseen narration as opposed to lip synchronisation</td>
</tr>
<tr>
<td>5. married print</td>
<td>(e) a shot taken from the film library</td>
</tr>
<tr>
<td>6. frame</td>
<td>(f) a silent sequence in a sound film</td>
</tr>
<tr>
<td>7. medium shot</td>
<td>(g) a full rehearsal without a camera or sound recorder</td>
</tr>
<tr>
<td>8. stock shot</td>
<td>(h) the schedule of calls for performers and product personnel</td>
</tr>
<tr>
<td>9. dry run</td>
<td>(i) a film with visuals and soundtrack combined</td>
</tr>
<tr>
<td>10. voice-over</td>
<td>(j) two shots on the same screen</td>
</tr>
</tbody>
</table>

[10]

[30]
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Name the three elements of a videotape. [3]

QUESTION 2

Identify the four principles of public relations practitioners. [4]

QUESTION 3

Advertisers buy space and time in the media. The aim of a news release is simply to pass on newsworthy information in printed form.

Give three factors which advertisers have control over. [3]

[10]
SECTION C: LONG ANSWER QUESTIONS (40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) You are working for a company that sells hair shampoo and need to construct a storyboard for a TV commercial.

   Explain the process of constructing a storyboard. (5)

(b) You are the PR officer in charge of the designing and making of the point of sales material (POS).

   Discuss the following finishing processes:
   i. folding and finishing (5)
   ii. laminating and varnishing (5)
   iii. die-cutting and flock-spraying (5) [20]

QUESTION 2

(a) Give four advantages of employing a consultancy. (4)

(b) Identify the factors favouring an internal PR department. (4)

(c) Describe a typical exhibition stand. (2) [10]

QUESTION 3

(a) Give five objectives of corporate advertising. (5)

(b) Discuss the advantages of silk screening. (5) [10]

[40]
SECTION D: INTERPRETATIVE QUESTIONS (20 MARKS)

ANSWER ANY ONE OF THE QUESTIONS

QUESTION 1
You want to write a press release on the importance of public relations to the Further Education and Training sector and the public to promote new programs for 2013.

Identify in order of importance, all the facts you would include in a general news release to the print and electronic media. [20]

OR

QUESTION 2
The manager of the company has asked you to plan an audio-visual programme to introduce new body soap for Lavender Brothers Ltd.

Discuss the process for preparing an audio-visual programme. [20]

OR

QUESTION 3
(a) All public relations practices should be methodical and systematic to be successful. PR involves a number of different steps and requires the PRP to execute a variety of tasks or jobs.

Identify and briefly describe the seven steps for planning a public relations programme. (Use your own choice of examples) (7 × 2 = 14)

(b) Explain the offset lithography printing process. (6) [20]

[20]