NOVEMBER 2013 EXAMINATION

DATE: 13 NOVEMBER 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 advertiser plays a rate of _____ for a single column centimetre.
   (a) R3 – R40
   (b) R3 – R70
   (c) R3 – R30
   (d) R3 – R50

2. Press releases are often accompanied by supporting material such as:
   (a) media cuttings.
   (b) photographs.
   (c) transcripts of the dialogue.
   (d) advertisements.

3. It is customary to charge the advertising agency extra for all extra work such as artwork and to add _____ commission to the cost of such work.
   (a) 10%
   (b) 5%
   (c) 15%
   (d) 20%

4. _____ is a printing method where ink is transferred from a plate to a uniform rubber surface and from there to paper.
   (a) Offset litho
   (b) Web offset
   (c) Half-tone reproduction
   (d) Silk screen process

5. Advertising is defined as:
   (a) making products known with a view to inducing actions such as sales.
   (b) public relations selling the company image.
   (c) the power of the mass media.
   (d) concerted movement for the propagation of a particular scheme.
6. Raising money for a charity is called:

(a) assistance.
(b) fund-raising.
(c) sponsorship.
(d) market research.

7. If the campaign plan is submitted by an external consultancy, it is important that the client knows:

(a) that the cost flow can be forecast.
(b) that the plan can be evaluated in relation to costs.
(c) to split it into definite allocations for each project.
(d) exactly how and when he or she will be expected to settle accounts.

8. What evidence of media results can the PRP put before his or her management?

(a) the sales report
(b) the general feedback document of advertising articles
(c) the guard book
(d) the survey summary

9. A band of frequencies used in transmitting sound and vision signals:

(a) close-up
(b) channel
(c) autocue
(d) videotape

10. The following characteristic of lithography makes it popular:

(a) The plates are right-reading.
(b) The screen process printing is cheap.
(c) It is ideal for large areas of flat colour applications like posters.
(d) It raises up a printed image from the paper. [10]

(ii) TRUE OR FALSE QUESTIONS

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

1. Intercommunication becomes increasingly vital if goods are to reach consumers.

2. PR is a non-professional method of organising communications to promote the best interests of an organisation or an individual.

3. There should be an agreement on the projected image.

4. Photographs accompanying a news release need not be original.

5. Printing is a two-dimensional means of communication which is produced by mechanical means. [5 × 2 = 10]
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column B to the statements 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. trailer</td>
<td>(a) the schedule of calls for performers and production personnel</td>
</tr>
<tr>
<td>2. zoom</td>
<td>(b) a static sequence of film or tape without movement</td>
</tr>
<tr>
<td>3. release print</td>
<td>(c) the stage after shooting when visual and sound are edited or projected in synchronisation</td>
</tr>
<tr>
<td>4. lavender</td>
<td>(d) the blank frames of the end of a film or tape which are used to splice to the following film</td>
</tr>
<tr>
<td>5. freeze frame</td>
<td>(e) a subject is filmed close-up from long shot in one movement</td>
</tr>
<tr>
<td>6. blow-up</td>
<td>(f) the schedule or list of props used in a production</td>
</tr>
<tr>
<td>7. bridging shot</td>
<td>(g) a married print made for general distribution</td>
</tr>
<tr>
<td>8. property sheet</td>
<td>(h) the name given to a master positive film used for producing duplicate negatives</td>
</tr>
<tr>
<td>9. double head</td>
<td>(i) a link between two shots made in order to cover a break in time</td>
</tr>
<tr>
<td>10. call sheet</td>
<td>(j) to enlarge a 16 mm film to 35 mm</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Each process works in a different way and each has its place in the printing industry. The choice of process for major printing processes depends on several factors.

List four of these factors. [4]

QUESTION 2

Name two ways to make a photograph attract readers' attention. [2]

QUESTION 3

(a) What is the dual purpose of Public Relations? (2)

(b) Identify the two basic directions of communications in any organisation. (2) [4]

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

ANSWER ALL THE QUESTIONS

QUESTION 1

There are various finishing processes in the media production industry. Explain the following binding processes:

(a) saddle-stitching spirals (5)
(b) perfect binding (5) [10]

QUESTION 2

When launching a house journal, it is important to decide on its format, general style and page size. They should be determined by considering the journal's purpose and how to achieve it.

Discuss the practical and technical factors that you must take into account when deciding on the most suitable size for a journal using the following headings:

(a) Distribution (4)
(b) Sales of journals (4)
(c) Usage (2) [10]

QUESTION 3

(a) i. List the five main objectives of PRISA. (5)
    ii. News releases must contain all the relevant facts to ensure that there is no misunderstanding and that the readers have all the information presented in a way that stimulates. Identify how you will ‘categorise’ the information in the press release as a rule and give suitable examples how to use this rule. (5)

(b) Explain the difference between the following types of surveys:
    i. postal surveys (4)
    ii. telephone research (3)
    iii. product pre-testing (3) [20]

[40]
SECTION D: INTERPRETATIVE QUESTIONS

ANSWER ANY ONE OF THE QUESTIONS

QUESTION 1

(a) You have been asked to compile a public relations programme for a Women's Day event at your college.

Discuss the seven steps of planning and how you will apply them to draw up this programme. (7 × 2 = 14)

(b) You need to plan an audio-visual programme with substantial relevant organisation information.

Discuss the objectives of the programme 'Women's day event' in question 1(a) that you will present to management in the audio-visual presentation. (3 × 2 = 6) [20]

OR

QUESTION 2

A department store is planning a new product launch. Apply the ten steps of the campaign-planning framework to this situation. Be sure to list and explain each step in the correct order. [20]

OR

QUESTION 3

(a) Write notes on the following aspects of exhibitions:

i. Explain in detail how to go about choosing a site for an exhibition. (5)

ii. The cost of an exhibition stand can appear to be very high when compared with other media.

Discuss the five cost factors for an exhibition stand. (5)
(b) The great disadvantage of conventional gravure is that, because the origination is done on a cylinder, no pre-proofing is possible as it is with all other print processes. However, a recent development has overcome this disadvantage, by using the hard-dot gravure process.

Review the hard-dot gravure printing process in detail and explain how it differs from conventional gravure. You may use a diagram assist your answer. (10) [20]

Section A: 30 marks
Section B: 10 marks
Section C: 40 marks
Section D: 20 marks
TOTAL: 100 MARKS