PUBLIC RELATIONS 2

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.
(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. Public opinion consists of:
   (a) beliefs.
   (b) proofs.
   (c) behaviour.
   (d) attitudes.

2. Attitudes are influenced by:
   (a) income.
   (b) religion.
   (c) heredity.
   (d) age.

3. Focus groups consist of:
   (a) eight to twelve people.
   (b) ten to sixteen people.
   (c) seven to ten people.
   (d) six to twelve people.

4. The benchmark technique:
   (a) is used before a programme is launched; the practitioner engages in preliminary research that identifies relevant attitudes or opinions.
   (b) measures the effectiveness of a public relations programme.
   (c) is used once the programme is completed; the practitioner engage in further research to measure whether or not there has been a discernable change in attitudes or opinions.
   (d) All of the above.

5. Which of the following major cost factors should the PR budget provide for?
   (a) expenses, material, office overheads and labour
   (b) office overheads only
   (c) expenses, material and office overheads
   (d) expenses, material and labour
6. The monthly retainer fee is:
   (a) a fee that is based on an hourly rate that includes labour, overheads and profit.
   (b) an agreed fee that is contracted for the services of the consultant.
   (c) expenses that include any costs incurred such as catering, hotel accommodation and airfares.
   (d) a specific project fee to launch a new product.

7. The objective of corporate advertising is:
   (a) to secure good suppliers and customers.
   (b) to identify problems and opportunities.
   (c) to gather information.
   (d) to take photographs.

8. The functions of internal publications are to promote:
   (a) orientation programmes.
   (b) labour relations.
   (c) audio-visual communication.
   (d) recognition of employee achievements.

9. A disadvantage for an internal PR practitioner is:
   (a) experience and independence.
   (b) limited knowledge of the industry.
   (c) the lack of independence.
   (d) media knowledge.

10. A consultancy may add:
   (a) 25% commission to external accounts.
   (b) 20% commission to external accounts.
   (c) 10% commission to external accounts.
   (d) 15% commission to external accounts.

(ii) TRUE OR FALSE QUESTIONS

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

1. Public relations may be able to assist the production function by providing innovative ideas or designs with the necessary exposure in specialised publications.

2. Consumers are not likely to pay more for products or risk their money on new products.

3. The marketing function does not begin with a unique selling proposition that distinguishes its product from that of competitors.

4. A general guideline for an invitation is that it should reach the recipient at least twenty-one days before the event.

5. The core principle of the code of employment practice is equal and fair employment practices for all employees.
(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. religious organisations</td>
<td>(a) Community Chest</td>
</tr>
<tr>
<td>2. service organisation</td>
<td>(b) Heart Foundation</td>
</tr>
<tr>
<td>3. welfare agency</td>
<td>(c) universities</td>
</tr>
<tr>
<td>4. culture organisation</td>
<td>(d) involving as many outlets as possible</td>
</tr>
<tr>
<td>5. health agency</td>
<td>(e) church action groups</td>
</tr>
<tr>
<td>6. educational institutions</td>
<td>(f) shareholders' correspondence</td>
</tr>
<tr>
<td>7. exclusive policy</td>
<td>(g) annual general meetings</td>
</tr>
<tr>
<td>8. general policy</td>
<td>(h) where one dealer acts as the agent for the product</td>
</tr>
<tr>
<td>9. printed communication</td>
<td>(i) Red Cross</td>
</tr>
<tr>
<td>10. oral communication</td>
<td>(j) Arts Council</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS  (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Define the term 'attitude'. [2]

QUESTION 2

List four questions you could ask before the public relations practitioner embarks on a costly research programme. [4]

QUESTION 3

(a) Give two ways in which the public relations staff will use their communication skills in the role and positioning of the internal PR department. [2]

(b) Identify two common public relations goals of non-profit organisations. [4]

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

ANSWER ALL THE QUESTIONS

QUESTION 1

In some medium companies, the public relations part of the marketing department and its activities are likely to be oriented towards marketing.

Explain the role of public relations in the marketing mix under the following headings:

(a) market attitude and product publicity  
(b) new product launches

[10]

QUESTION 2

The private sector or the enterprise has a definite role in ensuring that South Africa is represented overseas.

Discuss in detail how the private enterprise contributes to the image projections overseas.  

[10]

QUESTION 3

(a) i. List five objectives of financial public relations.  
ii. You need to judge public relations based on its social significance.  
   Give five criteria and associated dynamics for judging social significances.

(b) The house journal of your company is a public relations tool, presenting many different options in terms of format and quality. It is impossible to give a set idea of the costs in producing such a publication.

   Identify a checklist to be used when costing a house journal. Include only five headings with examples.

[20]

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

ANSWER ONE OF THE QUESTIONS

QUESTION 1

(a) i. A crisis emerged when an explosion, at the factory of the company you are working for, took place and you are the one to handle it. Give the two main stages of handling this crisis.  

ii. Identify what you should do once a crisis such as described above, has emerged.  

(b) As public relations practitioner, you are required to launch a new range of spices for ‘The Spice Company’. Name and describe five steps in the research process that you will follow to constitute a systematic approach.  

(5 \times 2 = 10) [20]

OR

QUESTION 2

You are the public relations manager for a jewellery company. Plan a public relations programme for the new jewellery designs you want to launch for this company.

Identify and briefly explain each step in the planning process. Also, name the public relations programme.  

[9 \times 2 + 2 = 20]

OR

QUESTION 3

Name and explain the sequence of steps in the design and evaluation of a campaign of your choice.  

[5 \times 4 = 20]