JUNE 2013 EXAMINATION

DATE: 14 JUNE 2013

TIME: 09H00 – 13H00

TOTAL: 100 MARKS

DURATION: 4 HOURS

PASS MARK: 40%

(BUS-PR3)
PUBLIC RELATIONS 3

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. Which one of the following forms our environment and shapes our perceptions of reality?
   (a) the social and economic context
   (b) the economic and political context
   (c) the social, economic and political context
   (d) work, organisations and society

2. Which one of the following describes corporate advertising?
   (a) to improve labour relations
   (b) a public service theme
   (c) to inform government officials
   (d) to correct misconceptions

3. The public relations function is employed in the traditional role of improving employee communication through the effective use of media and techniques such as:
   (a) educating.
   (b) entertaining.
   (c) competitions.
   (d) staff newsletters.

4. The 'first world' and the developing world analogies are generally paired with a dual economic model namely:
   (a) formal and informal economy.
   (b) growth and redistribution.
   (c) decentralised and departmental.
   (d) labour relations in South Africa.

5. The fundamental intentions of any message are:
   (a) to inform only.
   (b) the mass communication process.
   (c) the types of media.
   (d) to inform, persuade or entertain.
6. Which one of the following describes the advertiser?

(a) fifty messages or stories relates to his or her background and personal view.
(b) aims to ensure that the entire message is presented within a given space.
(c) aims to interpret the message in terms of a particular formulation suitable to the production and distribution system he or she has chosen to reach.
(d) implies that there may be different reasons why individuals will want to communicate via mass media.

7. Which one of the following types of advertising is used by organisations to implement their public relations strategies?

(a) conventional media and alternative media
(b) conventional media
(c) alternative media
(d) semiotic communication codes

8. Which one of the following is a way of publicising news about a company?

(a) non-verbal
(b) a press statement
(c) conventional media
(d) non-verbal and news conferences

9. Which one of the following is the rule for dealing with media enquiries?

(a) Never evade the issue with a reply like 'no comment'.
(b) Don't tell the newspaper all the relevant facts about the situation.
(c) Sometimes you can send an official written statement to confirm the story.
(d) The news editor of the newspaper that covered the event will decide that other items in the day's news intake, are more newsworthy.

10. Which one of the following describes 'interpersonal communication'?

(a) the target audiences
(b) the total audiences of the individual media in South Africa
(c) the direct communication between the consumer and the business
(d) the programme format of the regional radio stations
(ii) TRUE OR FALSE QUESTIONS

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

1. People react passively to mass-communicated messages.

2. The socio-cultural system implies that there may be different reasons why individuals will want to communicate via mass media at any given moment.

3. The zone of media selection or message formulation is not the central part of the model.

4. The alternative media types that have some business structure seldom own their means of production and have to rely on outside contractors.

5. Corporate leaders should not come to an understanding that existing images are the product of corporate communication. [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. Cosatu</td>
<td>(a) the National Council of Trade Unions</td>
</tr>
<tr>
<td>2. Fedusa</td>
<td>(b) responsible for choosing what ordinary news is published</td>
</tr>
<tr>
<td>3. Nactu</td>
<td>(c) spoken word</td>
</tr>
<tr>
<td>4. sub-editors</td>
<td>(d) the Federation of Unions of South Africa</td>
</tr>
<tr>
<td>5. news editors</td>
<td>(e) written word</td>
</tr>
<tr>
<td>6. corporate advertising plan</td>
<td>(f) the fundamental intention of any message is to</td>
</tr>
<tr>
<td>7. persuade</td>
<td>(g) visual and vocal gestures</td>
</tr>
<tr>
<td>8. semiotic communication codes</td>
<td>(h) Congress of South African Trade Unions</td>
</tr>
<tr>
<td>9. broadcast radio</td>
<td>(i) specify objectives and strategies</td>
</tr>
<tr>
<td>10. national newspapers</td>
<td>(j) receive a story once the selection process is complete</td>
</tr>
</tbody>
</table>

[10] [30]
SECTION B: SHORT QUESTIONS

(10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

The Labour Relations Act of 1995 provides for the registration of trade unions and employee associations and for the establishment of centralised bargaining bodies. The Act also provides for dispute settlement procedures and facilities.

Name the three dispute settlement procedures and facilities.  

[3]

QUESTION 2

Distinguish between good news and bad news.  

[4]

QUESTION 3

Give three examples of corporate advertising that influence certain publics of the business environment.  

[3]

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

ANSWER ALL THE QUESTIONS

QUESTION 1
(a) We have learnt that employees have come to recognise the power they exert by withdrawing their labour as a means to bargain with management.

Explain the importance of communication with employees. (5)

(b) Discuss the process you will need to follow if you want a TV station to feature your company's news. (5) [10]

QUESTION 2
You are working as a public relations consultant for an information technology company.

Discuss and explain the difference between product advertising and corporate advertising and include examples in your discussion. [10]

QUESTION 3
(a) i. Briefly discuss media selection in mass media organisations. (5)

ii. Explain the role of the business sector in South Africa. (5)

(b) Identify the objectives of media producers and media users. (10) [20]

[40]
SECTION D: INTERPRETATIVE QUESTIONS  

ANSWER ANY ONE OF THE QUESTIONS

QUESTION 1
You are the public relations manager for Macro's new shopping centre in Johannesburg and need to draw up a corporate advertising plan.

Identify and describe the steps in the corporate advertising plan.  

OR

QUESTION 2
You are the public relations manager for the Design Indaba in Durban and need to plan a public relations programme.

Identify the seven key elements of the public relations programme and give examples of each. Also, construct a message for this 2013 exhibition and include a few activities. 

OR

QUESTION 3
Discuss 'the structure of the media' under the following headings:

(a) the operation structure of the media  
(b) working with radio  
(c) the role of the media officer

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