JUNE 2012 EXAMINATION

DATE: 13 JUNE 2012
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 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. When was the Public Relations Institute of South Africa (PRISA) established?
   - (a) 1985
   - (b) 1948
   - (c) 1992
   - (d) 1957

2. The 'public' are often known as the _____, that is, those people at whom a message or information is aimed or directed.
   - (a) consumers
   - (b) target audience
   - (c) employees
   - (d) suppliers

3. The registration committee of PRISA allocates points for tasks within the different functions. What is the minimum points allocation for students / learners?
   - (a) 50
   - (b) 60
   - (c) 5
   - (d) 30

4. An image is:
   - (a) an association of ideas.
   - (b) general news about people.
   - (c) a Code of Professional Standards.
   - (d) an internal house journal.

5. Which of the following is the abbreviation for 'The World Wide Web'?
   - (a) e-mail
   - (b) ww
   - (c) org.za
   - (d) www
6. Which one of the following is the process whereby pigmented foil is laid over brass type and subjected to heat and pressure on the substrate, thereby transferring the image of the type onto the substrate?

(a) die stamping  
(b) foil blocking  
(c) silk screening  
(d) thermo graphics

7. The main basic communication process is:

(a) the people, the message and the channel.  
(b) feedback, noise and encoding.  
(c) communicator, message and receiver.  
(d) verbal signs, receiver and listener.

8. Which one of the following is an external house journal addressed to distributors?

(a) electronic mail  
(b) direct mail  
(c) dealer magazine  
(d) desk-top publishing

9. General news about people and events is known as:

(a) hard news.  
(b) a video news release.  
(c) publicity.  
(d) a retainer.

10. Which one of the following is part of the newspaper office which receives news from various sources, such as reporters and wire services?

(a) news agency  
(b) press officer  
(c) photo agency  
(d) news desk

(ii) TRUE OR FALSE QUESTIONS

Choose whether the following statements are True or False. Rewrite the false statements to make them true.

1. In order to draw up a successful media strategy, you should include the research of the available media in your country.

2. The observation method is expensive but has credibility.

3. A press release is the only method of establishing contact with the media.

4. Newspapers have a short lifespan.

5. Corporate culture refers to how the organisation is physically seen by the people.
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the terms 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. a static sequence of film or tape without movement</td>
<td>(a) bridging shot</td>
</tr>
<tr>
<td>2. film with visual and sound-track combinations</td>
<td>(b) call sheet</td>
</tr>
<tr>
<td>3. a magnetic recording tape especially made for the recording and playing back of television pictures and sound</td>
<td>(c) full shot (FS)</td>
</tr>
<tr>
<td>4. a silent sequence in a sound film</td>
<td>(d) married print</td>
</tr>
<tr>
<td>5. the schedule of calls for performers and production personnel</td>
<td>(e) channel</td>
</tr>
<tr>
<td>6. to enlarge a 16 mm film to 35 mm</td>
<td>(f) freeze frame</td>
</tr>
<tr>
<td>7. a shot that concentrates on the central feature of the scene and little else</td>
<td>(g) dry run</td>
</tr>
<tr>
<td>8. a full rehearsal without camera or sound recorder</td>
<td>(h) videotape</td>
</tr>
<tr>
<td>9. a band of frequencies used in transmitting sound and vision signals</td>
<td>(i) mute</td>
</tr>
<tr>
<td>10. a link between two shots made in order to bridge a break in time</td>
<td>(j) blow up</td>
</tr>
</tbody>
</table>

[10]

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

ANSWER ALL THE QUESTIONS

QUESTION 1
List two disadvantages of employing a PR consultancy for your company. [2]

QUESTION 2
You are the Public Relations practitioner working for a clothing company. The company has asked you to do a market research project. You have decided to use a group of customers and suppliers as your target market.

Briefly explain the ‘focus group' as a research method. [2]

QUESTION 3
(a) There are four major variables in the marketing mix, known as the four Ps.
   Name any two of the four Ps. (2)

(b) A trained public relations practitioner has a number of principal duties and obligations towards his or her clients or employers.

   Identify four of these duties according to the Code of Conduct for public relations practitioners. (4) [6]

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

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) Describe, with an example, the following types of exhibitions:

i. trade and industrial fairs (2)
ii. public exhibitions (2)

(b) There are special considerations concerning the publishing, editing, production and distribution of house journals.

Briefly discuss house journals in terms of the following:

i. readers (2)
ii. frequency (2)
iii. title (2) [10]

QUESTION 2

Identify and explain five problem areas of exhibitions. [5 × 2 = 10]

QUESTION 3

(a) Describe the following binding processes for an Annual Report:

i. perfect binding (5)
ii. saddle-stitching spirals (5)

(b) Explain subject relevance in the use of photographs. (10) [20]

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

ANSWER ONE OF THE QUESTIONS

QUESTION 1

(a) Identify and explain the seven steps, in sequence, that you will use in a PR planning programme of your own choice. (7 × 2 = 14)

(b) It is very important to proofread material before it is published to ensure the content is accurate. When you require changes to be made, it is equally important to convey these in a way that is clear to the publishing industry representative with whom you are working.

Indicate what you will write in the margin to communicate the following instructions:

i. leave as printed (1)
ii. change to italic (1)
iii. insert a full stop (1)
iv. begin a new paragraph (1)
v. reduce space between words (1)
vi. change to Roman (1) [20]

OR

QUESTION 2

Identify and describe ten important layout factors to bear in mind when compiling a press release. [10 × 2 = 20]

OR

QUESTION 3

There are four major printing processes in use throughout the world today.

Explain in detail the following processes:

(a) offset lithography (10)
(b) conventional gravure (10) [20]