JUNE 2012 EXAMINATION

DATE: 13 JUNE 2012

TIME: 14H00 – 17H00

TOTAL: 100 MARKS

DURATION: 3 HOURS

PASS MARK: 40%

(BUS-PR2)

PUBLIC RELATIONS 2

THIS EXAMINATION PAPER CONSISTS OF 6 SECTIONS:

SECTION A: CONSISTS OF 2 QUESTIONS
ANSWER BOTH QUESTIONS

SECTION B: CONSISTS OF 2 QUESTIONS
ANSWER ONE OF THE QUESTIONS

SECTION C: CONSISTS OF 2 QUESTIONS
ANSWER ONE OF THE QUESTIONS

SECTION D: CONSISTS OF 2 QUESTIONS
ANSWER ONE OF THE QUESTIONS

SECTION E: CONSISTS OF 2 QUESTIONS
ANSWER ONE OF THE QUESTIONS

SECTION F: CONSISTS OF 2 QUESTIONS
ANSWER ONE OF THE QUESTIONS

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

ANSWER BOTH QUESTIONS

QUESTION 1

As a public relations manager in Cape Town you have been asked by the 'Heart and Stroke Foundation' to plan a PR programme of your choice in the Western Cape for 2013.

Use the seven steps of 'Planning a PR programme'. Give the programme a name. 

(7 x 2 = 14 + 26) [40]

QUESTION 2

You have been asking to use an open-air venue for one event of the 'Heart and Stroke Foundation' in Johannesburg. The weather is not always predictable in the late afternoon in summer.

Write short notes on the above scenario using the following two stages of planning for a crisis as your headings:

(a) What to do before a crisis begins (5)

(b) What to do once a crisis has started (5) [10]
QUESTION 1

As public relations practitioner you are required to launch a specific product of your own choice for the Heart Foundation.

Name and briefly describe five steps in the research process that you will follow to constitute a systematic approach.  

[5 × 2 = 10]

OR

QUESTION 2

Attitudes are generally acquired through a process of interaction with the world and are influenced by many variables.

Identify and describe five attitudes that may influence the development of our own attitudes.  

[5 × 2 = 10]
SECTION C

ANSWER ONE OF THE QUESTIONS

QUESTION 1

Public relations consultants rank their variety of talents and skills as their greatest advantage when compared with internal corporate practitioners.

Outline five advantages and five disadvantages of an independent public relations consultancy. [5 × 2 = 10]

OR

QUESTION 2

Corporate or in-house public relations practitioners essentially have four factors working in their favour.

Identify and explain these four factors. Include one main disadvantage in your explanation. [10]
SECTION D  (10 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

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

(a) Market attitude and product publicity (5)

(b) Customer education and complaints (5) [10]

OR

QUESTION 2

The public relations consultant is an outside specialist who sells his or her expertise to the client according to the amount of time spent on the account. Knowing what to charge is a skill.

Identify and describe the five guidelines you will use to charge on the amount of time spent on the account. [5 × 2 = 10] [10]
SECTION E 
(10 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1
Public relations skills and expertise may be used to support the general functions of the organisation.

Explain five functions of public relations on how to assist civil service organisations to achieve their objectives. [5 × 2 = 10]

OR

QUESTION 2
Describe five objectives of a government public relations department on a national level. [5 × 2 = 10]

[10]
ANSWER ONE OF THE QUESTIONS

QUESTION 1

Most South Africans are aware that the country has a changed, even favourable, image overseas.

Explain what the role of the government is in promoting South Africa abroad. [10]

OR

QUESTION 2

The private sector has a definite stake in ensuring that South Africa is represented fairly overseas.

Discuss the role of private enterprise in this regard. Use the following headings:

(a) Organised commerce and industry (3)
(b) The South Africa Foundation (3)
(c) Individual companies (4) [10]