JUNE 2012 EXAMINATION

DATE: 15 JUNE 2012
TIME: 09H00 – 13H00
TOTAL: 100 MARKS
DURATION: 4 HOURS
PASS MARK: 40%

(BUS-PR3)
PUBLIC RELATIONS 3

THIS EXAMINATION PAPER CONSISTS OF 3 SECTIONS:

SECTION A: CONSISTS OF 1 THEORY QUESTION
ANSWER THE QUESTION (10 MARKS)

SECTION B: CONSISTS OF 3 ESSAY QUESTIONS
ANSWER ALL THE QUESTIONS (40 MARKS)

SECTION C: CONSISTS OF 2 INTERPRETATIVE QUESTIONS
ANSWER ONE OF THE QUESTIONS (50 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.

NOTE: THIS IS AN OPEN-BOOK FINAL EXAM.
SECTION A: THEORY QUESTION

ANSWER THE QUESTION

QUESTION 1

Discuss in detail the influence of general economic conditions on public relations programmes.

[10]
SECTION B: ESSAY QUESTIONS  (40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Discuss in detail the sociological perspectives on humans and the environment in a company by looking at the following aspects:

(a) Changes in the nature of work (5)
(b) The influence of urbanisation (5)
(c) Communication with employees (5) [15]

QUESTION 2
For decades public relations practitioners have written news releases and relied on the goodwill of the media.

Explain in detail how corporate advertising influences certain publics of the business environment. [10]

QUESTION 3
Critically discuss the objectives of media owners or producers versus media users. [15]

[40]
SECTION C: INTERPRETATIVE QUESTIONS

(50 MARKS)

ANSWER ONE OF THE QUESTIONS

Read the following article carefully and then answer one of the questions below:

“Fairtrade Max Havelaar: Puro Coffee”

Miko and Puro coffee offers you free filter coffee machines, great tasting coffee, world-class barista training and personalized service. Fairtrade coffee are saving the rainforest internationally and planting Trees4Schools locally.

Miko and Puro coffee are proud supporters of Trees4schools, whose vision is to plant as many trees and vegetable gardens in as many local schools as possible.

Resource: Restaurant Business: Volume 8, Issue 4, or visit the website www.trees4schools.org; www.mikoafrica.co.za or www.purocoffee.com

QUESTION 1

You are the Public Relations manager for Fairtrade Max Havelaar. Miko and Puro Coffee have asked your company to develop a detailed corporate advertising plan for them to launch 'Trees4Schools' during the year 2012.

(8 × 2 + 34) [50]

OR

QUESTION 2

You have been appointed Public Relations Practitioner for 'Trees4Schools' during the year of 2012. Your job is to promote awareness in South African communities.

Plan a public relations programme around 'Trees4Schools' using the seven key elements of the public relations programme. Use each element as a discussion heading.

(7 × 2 + 36) [50]

[50]

Section A: 10 marks
Section B: 40 marks
Section C: 50 marks
TOTAL: 100 MARKS