NOVEMBER 2012 EXAMINATION

DATE: 14 NOVEMBER 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.

Examiner: V van Aarde
(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. The first person believed to have used the term ‘public relations’ was:
   (a) Queen Elizabeth 1.
   (b) Thomas Jefferson.
   (c) Napoleon.
   (d) Lloyd George.

2. Which one of the following terms best describes the group of people to whom a public relations practitioner addresses his or her various communications?
   (a) general public
   (b) audience
   (c) public
   (d) readers

3. Which one of the following organisations represents South Africa’s professional public relations practitioners?
   (a) IPR
   (b) PRISA
   (c) SABC
   (d) IPRA

4. To have a good chance of success, a PR campaign should be:
   (a) suspended.
   (b) sustained.
   (c) maintained.
   (d) amended.

5. Which one of the following most closely defines the role of public relations?
   (a) to generate enquiries and sales of a product or service by bought space or time in predetermined media
   (b) to propagate a scheme, doctrine or cause by exploiting all possible media
   (c) to exploit the media in order to obtain maximum free publicity for a company and its products or services
   (d) to promote the corporate image of an organisation by two-way communications and mutual respect between itself and the groups of people with whom it comes into contact, directly or indirectly
6. The registration committee of PRISA allocated points for tasks within the different functions. What are the minimum points for students / learners?

(a) fifty
(b) sixty
(c) five
(d) thirty

7. Which one of the following terms is used to describe the type of information document given to the electronic or print media?

(a) news or media release
(b) handout
(c) press release
(d) free publicity sheet

8. Which one of the following activities is within the scope of the average company-employed PRP?

(a) fleet design
(b) control of sales force
(c) staff welfare
(d) media planning for advertising

9. The editor of your local daily paper phones you as company PRP and asks you if it is true that your company is discharging harmful effluent into an adjacent river. Assuming that you know that this is true, your first response should be:

(a) 'You should not publish any unfavourable remarks about my company; we will withdraw all our advertising from your newspaper.'
(b) 'Yes, it's perfectly true, but I can assure you that we are doing all in our power to overcome this problem. I'll phone you back very shortly with more details.'
(c) 'No comment.'
(d) 'I don't know anything about this at all. Please phone back tomorrow.'

10. The chairperson appoints you as the first PRP of a company whose sales figures are satisfactory but whose image you feel to be old-fashioned. The company sells via retail outlets but there has been little contact with the end user. Your opinion is that the company needs a complete 'face-lift'. Your first recommendation to the chairperson should be that:

(a) a new corporate logo be designed for use on factory signs, stationery, fleet livery, packaging and all advertising.
(b) the managing director be fired.
(c) an aggressive advertising campaign be mounted.
(d) a market research programme be initiated.
(ii) TRUE OR FALSE QUESTIONS

Indicate whether the following statements are True or False. Correct the false statements.

1. Public relations activities are the tools of communication.
2. Run-ons are extra copies printed in addition to the main print job. It costs nothing, as the less you print of them the higher the unit cost is.
3. Contact with a company, prejudices and 'second hand experiences' where an opinion or experience with a company is passed on to other people, all have no effect on moulding public opinion.
4. A good listener pretends they understand, takes sides and ignores the facts or feelings.
5. Two things to consider when determining a budget are the activities planned for a specific PR programme and the costs involved in executing the activities included in the programme. [5 x 2 = 10]

(iii) MATCHING-STATEMENT QUESTIONS

Match the statements 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. public</td>
<td>(a) a full rehearsal without camera or sound recorder</td>
</tr>
<tr>
<td>2. voice-over</td>
<td>(b) a given number of people whose characteristics match those of the total target population in the correct proportions</td>
</tr>
<tr>
<td>3. call sheet</td>
<td>(c) a printing term which means that the printed matter runs right off the edge of the trimmed page</td>
</tr>
<tr>
<td>4. sponsorship</td>
<td>(d) layout stage, cartoon film, camera stage, trace and paint stage</td>
</tr>
<tr>
<td>5. dry run</td>
<td>(e) a shot taken from the film library</td>
</tr>
<tr>
<td>6. quota sample</td>
<td>(f) a prestige or documentary type of TV commercial with a high entertainment or interest value</td>
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<tr>
<td>7. bleed</td>
<td>(g) target audiences that can be divided into internal and external or primary and secondary</td>
</tr>
<tr>
<td>8. animated filming techniques</td>
<td>(h) unseen narration, as opposed to lip synchronisation</td>
</tr>
<tr>
<td>9. advertising feature</td>
<td>(i) a business transaction that has mutual benefits for the donor and the recipient</td>
</tr>
<tr>
<td>10. stock shot</td>
<td>(j) the schedule of calls for performers and production personnel</td>
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</tbody>
</table>

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

ANSWER ALL THE QUESTIONS

QUESTION 1
Public relations practitioners are involved in a variety of functions.

Briefly discuss research as a function of public relations practitioners. [2]

QUESTION 2
List three types of social responsibility programmes. [3]

QUESTION 3
Identify the five basic requirements of a PR campaign. [5] [10]
SECTION C: LONG ANSWER QUESTIONS (40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Effective communication is a very important component of public relations in order to create an understanding with the aim of influencing attitudes.

(a) List six guidelines for effective listening. (6)

(b) Identify and describe seven guidelines for effective communication. (7 × 2 = 14) [20]

QUESTION 2

Do you think that a firm must have an internal public relations department under an experienced PRP? As with many decisions, much depends on the circumstances.

(a) Identify two disadvantages of employing a consultancy. (2)

(b) Identify the four benefits of an internal PR department. (4)

(c) Explain any four types of questions to be included in a questionnaire. (4) [10]

QUESTION 3

There are four major printing processes throughout the world today.

Explain the following two processes:

(a) Lithography processes (5)

(b) Letterpress processes (5) [10]

[40]
SECTION D: INTERPRETATIVE QUESTIONS  

(20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

'Liquid Crystal design agency has been appointed by Ceres Tourism to develop and reposition the Ceres brand, as well as manage and produce the annual Ceres Tourism brochure.'

(Source: Weekend Argus, 04 August 2012: 8)

Identify and explain the seven steps of planning a PR programme. [20]

OR

QUESTION 2

As a public relations officer, your manager has asked you to write a media release for the launch of the new Ceres brand in February 2013. Use the five Ws and H formula for this media release. [20]

OR

QUESTION 3

(a) The public relations manager of your company has been invited to do a presentation at a public relations conference in March 2013. She asks you to plan an audio-visual programme for this conference.

Identify the nine steps of audio-visual programming. (9 × 2 = 18)

(b) List any two types of equipment used for this type of presentation. (2) [20]

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