PATRICK O. 

NOVEMBER 2012 EXAMINATION

DATE: 14 NOVEMBER 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 COMPULSORY QUESTIONS

ANSWER BOTH QUESTIONS (50 MARKS)

SECTION B: CONSISTS OF 2 QUESTIONS

ANSWER ONE OF THE QUESTIONS (10 MARKS)

SECTION C: CONSISTS OF 2 QUESTIONS

ANSWER ONE OF THE QUESTIONS (10 MARKS)

SECTION D: CONSISTS OF 2 QUESTIONS

ANSWER ONE OF THE QUESTIONS (10 MARKS)

SECTION E: CONSISTS OF 2 QUESTIONS

ANSWER ONE OF THE QUESTIONS (10 MARKS)

SECTION F: CONSISTS OF 2 QUESTIONS

ANSWER ONE OF THE QUESTIONS (10 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
Case Study: Canderel Sweeteners

Livewired PR was awarded the Canderel & Equal Public Relations account in 2008. We were tasked with intense strategic objectives including perception and crises management, partnerships, corporate and social responsibility in addition to significant results targets. Our key objectives were to focus on channel and shopper satisfaction, displaying real category captaincy (leading by example), lower reliance on traditional media and high-end sponsorships, increased focus on the Equal brand and a key driver – a consummate and intense positive advocacy approach (health and safety).

http://www.livewired.co.za/portfolio

QUESTION 1

As a public relations manager, you've been asked by Livewired PR to plan a PR programme for Canderel & Equal Public Relations in South Africa for 2013.

Use the SEVEN steps of "Planning a PR programme". Give the programme a suitable name. [40]

QUESTION 2

You have been asked by the Fore Good Group and Canderel & Equal Public Relations to do a product launch for them as an event. The product they want to launch is "The new taste of Canderel & Equal".

Make a list of the things you will include in your actual planning of the event on the day. [10]

[50]
SECTION B: PUBLIC RELATIONS RESEARCH

(10 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

Once the Public Relations officer has asked preliminary questions about the nature of the research, he or she may decide to use informal or formal research.

Briefly discuss each of the following FIVE informal and formal research methods:

(a) Organisational materials (2)
(b) Personal contact (2)
(c) Advisory panels (2)
(d) Mail and telephone analysis (2)
(e) Focus groups (2) [10]

OR

QUESTION 2

Nokia has launched a new cell phone and has spent a lot of money on television and billboard advertising. Yet, the initial interest in the product is not as high as they have expected. As PR manager, Nokia has asked you to research the possible causes of low public interest.

Describe the SEVEN steps in the research process, under the following headings:

(a) Stating the problem (1)
(b) Preliminary research (1)
(c) Creating the research design (3)
(d) Determining the sample (2)
(e) Gathering the information (1)
(f) Analysing the data (1)
(g) Reporting the findings (1) [10]
SECTION C: PUBLIC RELATIONS PRACTICE (10 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1
Explain the different ways in which a Public Relations Department can fit into an organisational structure. [10]

OR

QUESTION 2
The CEO of your college wants you to use an independent Public Relations consultant for the graduation ceremony of the final year students.

Discuss FIVE advantages of using an independent Public Relations consultant. [5 × 2 = 10] [10]
SECTION D: PUBLIC RELATIONS IN PRACTICE (10 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

The *house journal* is invaluable as a Public Relations tool and presents many different options in terms of format and quality.

List and describe FIVE factors that will influence the cost of a house journal.  

\[5 \times 2 = 10\]

OR

QUESTION 2

In addition to calculating the time a Public Relations job will take, there are certain variables that may lead you to quote your fee on the high side.

Which factors will you consider as "extras"?

\[10\]
SECTION E: PUBLIC RELATIONS IN THE PUBLIC & PRIVATE SECTORS  (10 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

Every large organisation must be prepared to handle enquiries from the media or other interested parties arising from a variety of crisis situations. These may range from accidents to environmental problems, product recalls or even strikes.

Answer the following questions:

(a) What is a crisis? (2)

(b) Name TWO types of crises. (2)

(c) Briefly discuss SIX points to consider when a crisis occurs, from a Public Relations point of view. (6) [10]

OR

QUESTION 2

We know that non-profit organisations provide many of the social, educational, cultural and welfare services that are vital to a community.

(a) Identify the common Public Relations objectives of non-profit organisations. (5)

(b) List the FIVE criteria that the government should consider when determining whether a project is socially significant. (5) [10]
SECTION F: PROMOTING SOUTH AFRICA ABROAD (10 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

As part of the Marketing Department, Public Relations activities are likely to be oriented towards marketing.

Explain the role of Public Relations in the marketing mix with regard to:

(a) sports sponsorships (5)
(b) product launches (5) [10]

OR

QUESTION 2

Discuss the role of private enterprises in improving the image of South Africa abroad. Pay specific attention to:

- organised commerce and industry;
- the South African Foundation; and
- individual companies. [10]