NOVEMBER 2012 EXAMINATION

DATE: 16 NOVEMBER 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 QUESTION
ANSWER THE QUESTION (10 MARKS)

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

SECTION C: CONSISTS OF 2 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 EXAMINATION

Examiner: V van Aarde
SECTION A  

(10 MARKS)

ANSWER THE QUESTION

QUESTION 1

Discuss briefly the following FIVE socio-economic implications for public relations in South Africa:

(a) The structure of South African society

(b) First World and the developing world confluence

(c) Intercultural implications

(d) The influence of general economic conditions on public relations programmes

(e) The politicisation of business

[5 × 2 = 10]
SECTION B (40 MARKS)

ANSWER ALL QUESTIONS

QUESTION 1

The role of the print and broadcast media is to distribute messages. Discuss the following aspects of the media:

(a) Operational structure (4)
(b) Different editorial roles (4)
(c) Working with radio (4)
(d) Working with TV (4)
(e) The role of the media officer (4) [20]

QUESTION 2

Discuss in detail the TWO key elements of the situational-functional mass communication model. [5]

QUESTION 3

Define, discuss and give examples of the following levels of the media:

(a) The level of interpersonal communication (5)
(b) The level of minor media (5)
(c) The level of major and general (or mass) media (5) [15]
[40]
SECTION C  

(50 MARKS) 

ANSWER ONE OF THE QUESTIONS

Read the following case study carefully and then answer one of the questions that follow:

"BRAUN: Electric hair product"

Livewire PR was awarded the Braun Public Relations campaign towards the end of 2009. Our role was to assist the brand to create high positive consumer and trade awareness to complement the marketing mix. The brand needed to re-launch into the local market, re-engage with the trade, as well as address consumer perceptions around service levels. A high impact approach needed to be adopted to reiterate that Braun was back.

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

QUESTION 1

You are the Public Relations manager for Livewire PR. Braun Public Relations have asked your company draw up an advertising strategy to re-launch the Braun brand into the local market.

Develop the detailed corporate advertising plan for Braun. [50]

OR

QUESTION 2

You have been appointed as the Public Relations practitioner for Braun Public Relations campaign 2013. Your job is to promote awareness in the South African communities.

Plan a public relations programme using the seven key elements of the public relations programme. Use each element as a discussion heading. [50]