NOVEMBER 2013 EXAMINATION

DATE: 13 NOVEMBER 2013

TIME: 14H00 – 17H00

TOTAL: 100 MARKS

DURATION: 3 HOURS

PASS MARK: 40%

(BUS-PR2)

PUBLIC RELATIONS 2

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 ANY 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.
SECTION A

(30 MARKS)

ANSWER ALL THE QUESTIONS

(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. An externally generated crisis that arises from environmental factors over which the organisation has little control is known as:
   (a) product failure.
   (b) industrial unrest.
   (c) labour unrest.
   (d) loss of market share.

2. The launch of a new product provides many exciting creative challenges for the public relations officer as part of the marketing team. Public relations may contribute by:
   (a) the staging of gimmicks.
   (b) using sports sponsorship.
   (c) changing the company’s structure.
   (d) environmental pollution.

3. The main advantage for a company of using internal PR is:
   (a) limited background.
   (b) limited knowledge.
   (c) shared loyalties.
   (d) availability.

4. The manufacturer may assist dealers in the following area:
   (a) deceptive advertising
   (b) poor back-up sales service
   (c) shareholders correspondence
   (d) selling and advertising

5. Which method provides a channel for communicating the latest developments in outstanding achievements?
   (a) annual reports
   (b) business practice manuals
   (c) dealer magazines
   (d) exhibits and displays
6. Contingency fee for a project is _____ of total sum.
   (a) 10%
   (b) 5%
   (c) 9%
   (d) 12%

7. Attitudes are influenced by:
   (a) income.
   (b) age.
   (c) heredity.
   (d) race and social class.

8. Office overheads are:
   (a) rental, rates and telephone.
   (b) meals, visual aids and insurance.
   (c) press-kit folders.
   (d) film, electricity and drinks.

9. What is known as below-the-line advertising?
   (a) monthly retainer fee
   (b) special sales promotion
   (c) media reception
   (d) the complexity of the script

10. Identifies the operational steps for the campaign:
    (a) pre-test materials
    (b) conduct market research
    (c) post-campaign assessment
    (d) monitor communication activities

(ii) **TRUE OR FALSE QUESTIONS**

Indicate whether the following statements are True or False. Motivate all your answers.

1. A bulletin board is an inexpensive channel for the dissemination of messages and does not need to be managed.

2. Payslip inserts can be included into employees' pay envelopes to ensure that every employee receives important information.

3. Public opinion is not seen as the sum of the view expressed by a group concerning an issue that affects their common interest.

4. It is not possible for the external consultant to develop the same contact network as the full-time employee.

5. The non-profit organisation does not have to be accountable for the way in which it spends its money.
(iii) MATCHING-STATEMENT QUESTIONS

Match the statements in Column B to the terms 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. image surveys</td>
<td>(a) the accuracy of the survey findings</td>
</tr>
<tr>
<td>2. motivation research</td>
<td>(b) provide a relatively easy way of gathering information</td>
</tr>
<tr>
<td>3. effective surveys</td>
<td>(c) used to determine how well a company is known</td>
</tr>
<tr>
<td>4. content analysis</td>
<td>(d) used to ensure that the relevant public is able to comprehend written material successfully, like technical data</td>
</tr>
<tr>
<td>5. personal contact</td>
<td>(e) used to identify the underlying emotional factors that influence attitudes</td>
</tr>
<tr>
<td>6. news articles</td>
<td>(f) collection of eight to twelve people who obtain feedback on products</td>
</tr>
<tr>
<td>7. advisory panels</td>
<td>(g) a systematic analysis of the content of the mass media</td>
</tr>
<tr>
<td>8. focus groups</td>
<td>(h) the media provides information on what is being said about the organisation</td>
</tr>
<tr>
<td>9. copy testing</td>
<td>(i) used to measure the impact of activities on public attitudes towards the organisation</td>
</tr>
<tr>
<td>10. reliability</td>
<td>(j) a board consisting of opinion leaders or experts in the field</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
List the three main areas of crisis planning that deserve attention. [3]

QUESTION 2
Name two principles for building good shareholder relationships. [2]

QUESTION 3
(a) Marketing involves more that the selling function of the organisation.
   Identify the two areas where marketing begins. (2)

(b) Name three methods of fundraising. (3) [5]

[10]
SECTION C: LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) Outline the common objectives of public relations programmes that local authorities share. (5)

(b) Overseas companies have done much to contribute towards the growth of the community by means of social responsibility programmes and liberal employment practices.

Briefly discuss the five core principles of the 'Code of employment practice'. (5) [10]

QUESTION 2

External PR consultants may offer an organisation various advantages, which differ from those of internal practitioners.

Name and discuss five of these advantages of a PR consultant. [10]

QUESTION 3

(a) Name and explain the five phases or steps involved in designing and evaluating a campaign. (5 × 2 = 10)

(b) Knowing what to charge for a project is easier if you know a few formulas and have some background, information about pricing.

(c) Explain the following guidelines:
   i. Establish your rate per hour (2)
   ii. Bill the project (2)
   iii. Keep a log (2)
   iv. Consider what is involved (2)
   v. Factor in the extras (2) [20]

[40]
SECTION D: INTERPRETATIVE QUESTIONS

(20 MARKS)

ANSWER ANY ONE OF THE QUESTIONS

QUESTION 1

"Cape Town project honours Madiba": Extract: From: Atlantic Sun, News, on Thursday June 27, 2013

"The City of Cape Town will launch its special legacy project honouring Nelson Mandela, on Sunday June 30, 2013.

The project will be launched at the Civic Centre on June 30 at 2 pm.

Cape Town Honours Nelson Mandela – 2013 has three objectives. To pay tribute to South Africa's first democratically-elected president; to expose a new generation of young people to Madiba's legacy of courage, conviction, magnanimity and compassion; and to engage citizens of Cape Town in the development of a new moral code for governance of the City, embedding the core values and principles associated with Madiba.

'Mr Mandela's greatest gift to South Africa was to provide a template of leadership to which we should all aspire,' said Ms De Lille.

His generosity of spirit forms the bridge that many South Africans use to cross from our divided past to an inclusive future.

He transcends race, he transcends class and he transcends geographic, cultural and political divisions.

A Special multimedia Nelson Mandela Legacy exhibition, show casing Madiba's relationship with Cape Town, will be unveiled in the Civic Centre Foyer.

Details of a programme to ensure that at least 25 000 pupils are exposed to the exhibition this year are being finalised by the mayor's office.

A series of focus group discussions will be convened over the next six months to distil the essence of Mr Mandela's universally acclaimed approach to leadership, and finalise the text of a City of Cape Town Pledge.

The pledge – essentially a moral code – will form part of an official new value statement for the City of Cape Town.

The leadership qualities that he personally brought to the hard tasks of achieving our democracy, of creating out Constitution, establishing the Truth and Reconciliation Commission, fostering education and combating HIV and Aids are values that the City of Cape Town is committed to emulating."

You are the public relations manager in the Cape Town Mayor's office. She asks you to plan 'Cape Town Honours Nelson Mandela – 2013' project launch. Use the nine public relations programme steps for this project.

[20] OR
QUESTION 2

(a) A crisis is any event or happening that disrupts the normal run of events. The actual timing of crises may be unexpected.

Discuss ten basic steps that may assist in ensuring that the organisation will not be caught unprepared. (10)

(b) The CEO of Dischem has asked you to launch a 'Healthy eating' campaign in your community. Use step four in the research process to determine the sample of this target audience or public.

Discuss the two methods of samples selection. (10) [20]

OR

QUESTION 3

The house journal as a public relations tool is invaluable and presents many different options in terms of format and quality. Dischem health stores CEO has asked you what it will cost to provide a house journal to his staff and customers.

Discuss the costing of a house journal. Include names and descriptions of six factors on which you will base this costing. [20]

[20]

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