

**COM3708
RCO3708**

October/November 2013

ADVERTISING AND PUBLIC RELATIONS

Duration 2 Hours

60 Marks

EXAMINERS
FIRSTMRS TB BREET-VAN NIEKERK
MRS AL MEYER
MR NL SELEKANE
PROF DF DU PLESSIS
PROF AF GROBLERMS VP KABINI
MR TE MUDZANANI
MRS Y SLABBERTSECOND
EXTERNAL

Closed book examination

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| This examination question paper consists of 4 pages |
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IMPORTANT:

- 1 This examination question paper consists of two sections Section A (Advertising) and Section B (Public Relations)
If you have studied Advertising, complete Section A Answer any two questions from Section A
If you have studied Public Relations, complete Section B Answer any two questions from Section B
- 2 Make sure that you fill in your student number and the code of the paper (COM3708) on the examination answer book
- 3 Please write the numbers of the questions that you have answered (eg Question 1 or 2) on the examination answer book
- 4 After answering this examination paper you must hand in the following
 - Examination answer book(s)
 - This examination paper

[TURN OVER]

SECTION A: ADVERTISING**YOU HAVE TO SELECT AND ANSWER ANY TWO QUESTIONS FROM SECTION A.****QUESTION 1**

There are many factors which have influenced the evolution of advertising since it was first practiced in South Africa 200 years ago. It draws from a variety of sources such as art, the media, influences in the business environment and the evolution of the internet. It has become a very sophisticated phenomenon today.

Discuss the development of advertising in *South Africa* from the 19th century to the present day. As part of your discussion, also refer to the phases that describe the changes in the advertising and media environment.

[30]**AND/OR****QUESTION 2**

Read the following scenario and answer the questions that follow.

Hope Electronics, a new company that has the task of selling electrical appliances to South African senior citizens, approaches your advertising agency for a traditional advertising campaign. They choose a traditional advertising campaign because they assume that senior citizens will have more understanding of such a campaign as they are not techno savvy.

Discuss the following areas of a traditional advertising campaign and apply them to *Hope Electronics'* traditional advertising campaign.

2.1 The situational analysis (15)

2.2 The communication strategy (15)

[30]**AND/OR****QUESTION 3**

3.1 You are the media planner in an advertising agency. The client wants the best possible media coverage for a new family car. Explain the principles of the media square which you should consider when planning the client's media coverage. (15)

3.2 Discuss the various components of a good media plan and give a relevant example of each component. (15)

[30]**TOTAL FOR SECTION A: 60****[TURN OVER]**

SECTION B: PUBLIC RELATIONS**YOU HAVE TO SELECT AND ANSWER ANY TWO QUESTIONS FROM SECTION B.****QUESTION 1**

Read the following scenario and answer the questions that follow

You are the PR manager for *XLS Financials*. The CEO of the organisation has asked you to compile a stakeholder management strategy which would entail the identification of the organisation's stakeholders, determining their needs and to prioritise these stakeholders. This strategy will serve as guideline to ensure sustainable organisation-stakeholder relationship development to achieve organisational objectives.

Consider the above scenario and answer the questions that follow

- 1 1 List and discuss the two (2) strategic issues in the management of stakeholders that you as public relations manager need to consider (4)
- 1 2 What information would you require about the organisation's stakeholders in order to manage relationships with them? Provide examples from the scenario on how this information could be applied (10)
- 1 3 Identify the model of PR that you would apply as basis for this strategy to build sustainable relationships with stakeholders. Clearly motivate your answer (6)
- 1 4 You decided to use Ledingham's (2003) relationship management theory as basis for your stakeholder management strategy. Provide a detailed discussion on this theory to display your understanding thereof (10)
- [30]**

AND/OR**QUESTION 2**

You are the head of communication at *ABC Cosmetics Ltd*. Twenty employees have died in a fire accident at one of the company's factories. In line with Guth and Marsh's crisis communication planning model, you should develop a crisis communication plan to mitigate the impact of the incident on the image of the company. In sequential order identify and discuss the four steps of the crisis communication planning model. In your discussion, you should provide practical examples that are relevant to the abovementioned crisis.

[30]**AND/OR****[TURN OVER]**

QUESTION 3

You are the communication manager for a large retail firm. You are putting together an online public relations plan for your company. Name six (6) online public relations tools you could use as part of this plan, and discuss each of these in detail, indicating how you would apply each in the context of your plan.

[30]

TOTAL FOR SECTION B: 60