

**COM3708
RCO3708**

May/June 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 5 pages

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/RCO3708**) 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.
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QUESTION 1

A team of four men have just opened a new company "Wood on Wheels" which deals in office furniture removals. They have employed you as the young executive who will handle their advertising. These business partners only have political backgrounds and know very little about marketing communication. They have requested you to write a brief to them.

1.1 In the brief that you need to send to them, define advertising and elaborate on any four (4) of the important elements of advertising (15)

1.2 Since the management team want to have a good reputation in the market they think that either corporate image advertising or non-commercial advertising will be advantageous, but they do not know what the difference is between these two types of advertising

In the brief, explain the differences between corporate image advertising and non-commercial advertising and provide two (2) examples to illustrate these two types of advertising (15)

[30]

AND/OR**QUESTION 2**

"Psychographics are said to be the true motivation for a person's behaviour and provide advertisers with a broader picture of a person"
(Barker and Angelopulo, 2006)

Explain how psychological influences impact on consumer behaviour

Your answer should be based on the following four (4) variables

2.1 Perception and selective perception (10)

2.2 Cognitive learning and connectionist learning (10)

2.3 Habits (5)

2.4 Motivation and needs (5)

[30]

AND/OR

[TURN OVER]

QUESTION 3

- 3.1 An organisation wants to introduce a new product to their target market. The significance of the research done during the assessment phase needs to be analysed in terms of the SWOT analysis.

Explain how you will use the SWOT analysis to analyse this research. You need to provide a relevant example to illustrate your answer. (15)

- 3.2 Discuss the different types of advertising agencies and indicate what kinds of product(s) are best promoted by each type of agency. (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**

- 1 1 Name & describe the new forms of interactivity involved in the process of online communication (10)
- 1 2 Draw up a table depicting the advantages and disadvantages of online public relations (20)
[30]

AND/OR**QUESTION 2**

- 2 1 The University of South Africa has recently hired you as a communication officer. The communication unit has decided to embark on a communication campaign to heighten public awareness about the university's market offering. In order to reach your target audience, you have decided to use newspapers, magazines, radio and television.
- As a member of the communication team, describe these media with special reference to their advantages (18)
- 2 2 Shoemaker (1996) as quoted by Angelopulo and Barker (2013:245) "theorises that human beings are prompted by biological forces to attend to unusual events and occurrences in the environment"
- Name and describe two (2) criteria for newsworthiness (12)
[30]

AND/OR

[TURN OVER]

QUESTION 3

The CEO of Absolute Pharmaceuticals has recently realised that all the sales representatives are currently de-motivated which resulted in an overall negative internal organisational climate. The CEO asked you as public relations manager to determine the source of the problem and to implement a rectification strategy.

Consider the above scenario and answer the questions that follow.

- 3.1 Discuss how you would apply the four step problem solving process to address this issue. Substantiate your discussion with examples from the scenario. (12)
 - 3.2 Explain the relevance of the strategic role of PR to convey the information obtained from the four step problem solving process to the top management of the organisation. (8)
 - 3.3 Provide a detailed discussion on the systems approach to public relations in relation to the scenario. (10)
- [30]

TOTAL FOR SECTION B: 60