

COM3708
RCO3708

October/November 2014

ADVERTISING AND PUBLIC RELATIONS

Duration 2 Hours

60 Marks

EXAMINATION PANEL AS APPOINTED BY THE DEPARTMENT

Closed book examination

This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue.

This examination question paper consists of 3 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 (Advertising). Answer any two questions from Section A.
If you have studied Public Relations, complete Section B (Public Relations) 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**

Discuss the three (3) categories of business-to-business advertising namely industrial, professional and trade advertising. Illustrate and also describe your understanding of each of these categories by making use of relevant examples.

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|-----|--------------------------|-------------|
| 1 1 | Industrial advertising | (10) |
| 1 2 | Professional advertising | (10) |
| 1 3 | Trade advertising | (10) |
| | | [30] |

AND/OR**QUESTION 2**

Advertising has influence on organisational stakeholders and the broader society, hence it can no longer be regarded merely as an element of the marketing mix which communicates marketing communication messages on behalf of an organisation.

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| 2 1 | Moriarty, Mitchell and Wells (2009) refer to four (4) roles that advertising plays. List and discuss these four (4) roles and provide relevant examples. | (20) |
| 2 2 | It is certain that advertising plays a significant role in society and therefore it needs to act in a socially responsible manner. Provide a detailed discussion on the over-commercialisation debate and the untruthful or deceptive advertising message debate in advertising. | (10) |
| | | [30] |

AND/OR**QUESTION 3**

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|-----|--|-------------|
| 3 1 | Drumwright (2007) divides ethical issues regarding advertising into three (3) distinct perspectives. Provide a discussion of what the <i>macro</i> and <i>micro</i> perspectives entail. | (5) |
| 3 2 | There are ethical issues that should be addressed by advertisers in order to honour their social responsibility. List and discuss the five (5) ethical questions regarding advertising. | (25) |
| | | [30] |

TOTAL FOR SECTION A: 60 MARKS

[TURN OVER]

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

Various online public relations tools are available to the media practitioners of today. As a public relations consultant specialising in online public relations, you have been hired by *The Cellfone Company* to create a new online public relations strategy.

In your proposal to the management of *The Cellfone Company*, name and describe five (5) of the tools you would like to make use of in this strategy, and provide examples of how these tools can contribute to the overall success of their communication.

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

Shoemaker (in Angelopulo & Barker 2013) postulates that newsworthiness is the culture-based product of biological forces that prompt human beings to attend to unusual events in the environment, and that the need for surveillance is genetically programmed in humans. Furthermore, she identifies two (2) constructs that enable us to "predict" an item's newsworthiness.

Provide a detailed discussion of these constructs, their variations and the manner in which they enable media practitioners to predict the newsworthiness of a particular story. Use examples to illustrate your discussion.

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

Relationship management is considered to be one of the key functions of public relations. Indeed, this is highlighted in the most recent definition of public relations from the Public Relations Institute of Southern Africa (PRISA)

Discuss the development and key precepts of the relational perspective of public relations.

[30]

TOTAL FOR SECTION B: 60 MARKS**TOTAL FOR PAPER: 60 MARKS**