

**COM3708  
RCO3708**

May/June 2014

**ADVERTISING AND PUBLIC RELATIONS**

Duration 2 Hours

60 Marks

EXAMINATION PANEL AS APPOINTED BY THE DEPARTMENT

Closed book examination

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This examination question paper consists of 4 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**) 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**

- 1 1 Various authors have differing definitions of the advertising phenomenon. Angelopulo and Barker (2013) state that no single definition of advertising can be formulated but highlight the most important elements that should exist in any definition of advertising. List the six (6) elements that are important in the definition of advertising (6)
- 1 2 According to Koekemoer (2004), advertising can be classified by purpose. Provide a brief discussion of each of the six (6) broad categories that exist under this classification
- 1 2 1 Primary and selective demand advertising (4)
- 1 2 2 Product advertising (4)
- 1 2 3 Corporate image advertising (4)
- 1 2 4 Non-commercial and commercial advertising (4)
- 1 2 5 Action or response advertising (4)
- 1 2 6 Retail advertising (4)
- [30]**

**AND/OR****QUESTION 2**

- 2 1 You are an advertising executive and your main role in the agency is that of media buying. Provide a description of what this role entails by focussing on the following
- 2 1 1 What skills would you need to perform this function? (4)
- 2 1 2 What are the three (3) primary aspects of media selection? (6)
- 2 1 3 How would you go about the process of media negotiation and what skills would you need? (6)
- 2 2 Different types of advertising agencies fulfil different advertising needs. Explain what the different types of advertising agencies available to the advertising client are and how they function. Focus on the following two types:
- 2 2 1 The full-service agency (4)
- 2 2 2 Specialised agencies (10)
- [30]**

[TURN OVER]

**AND/OR****QUESTION 3**

Discuss the role of advertising in society by referring to the following aspects

- |     |                                    |             |
|-----|------------------------------------|-------------|
| 3 1 | The demand-creation debate         | (5)         |
| 3 2 | The shape-versus-mirror debate     | (10)        |
| 3 3 | The over-commercialisation debate  | (10)        |
| 3 4 | The advertising-to-children debate | (5)         |
|     |                                    | <b>[30]</b> |

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**TOTAL FOR SECTION A: 60**

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

- 1 1 Use the definition of public relations below to explain what is meant by publics (or stakeholders) in the context of public relations. Also include the seven (7) categories of publics (stakeholders) in your discussion

Public relations is defined as “ the management, through communication, of perceptions and strategic relationships between an organisation and its internal and external stakeholders ” The stakeholders are also referred to as publics (15)

- 1 2 According to the definition of public relations, the organisation seeks to manage its relationships with its publics (or stakeholders). This can be associated with the **relationship management theory**. Discuss the relationship management theory to explain the nature of relationships that the organisation has with its publics (15)
- [30]**

**AND/OR**

[TURN OVER]

**QUESTION 2**

*The following scenario applies to question 2 1 and 2 2*

Extracta Limited is one of the biggest coal mining companies in the country. At the beginning of the year, the company held an annual general meeting where board members discussed general issues that are affecting the mining sector and made reference to the Marikana massacre where some striking miners were killed. The board agreed that public relations must play a strategic role and proposed that you be appointed as a public relations strategist.

Within the context of the scenario above

- 2 1 Explain the three (3) important issues that you need to take into consideration in your involvement as a public relations strategist at top management level (3)
- 2 2 Discuss the activities that you will undertake in your role as a public relations strategist at Extracta Limited (17)
- 2 3 Discuss the function of public relations as communication and interpretation (10)  
**[30]**

**AND/OR****QUESTION 3**

- 3 1 Holtzhausen (2000) uses the postmodern critical theory to raise some issues regarding the practice of public relations. Discuss the four (4) issues that are central to the postmodern theory of public relations (14)
- 3 2 Explain the differences between two-way asymmetrical and two-way symmetrical models by referring to the purpose, direction of communication, use of research and the nature of feedback. Provide examples to substantiate your discussion (16)  
**[30]**

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**TOTAL FOR SECTION B: 60**

**TOTAL FOR PAPER: 60**