

COM3708

October/November 2015

ADVERTISING AND PUBLIC RELATIONS

Duration 2 Hours

60 Marks

EXAMINERS

FIRST

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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 (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 (2) QUESTIONS FROM SECTION A.****QUESTION 1**

- 1 1 It has been demonstrated that advertisers prepare different types of advertisements for different types of audience segments. Different products, services and causes furthermore require diverse advertising messages.

Taking this into consideration, discuss the following roles that advertising plays in business and society.

- 1 1 1 The marketing role (6)
- 1 1 2 The communication role (4)
- 1 1 3 The economic role (6)
- 1 1 4 The societal role (4)

- 1 2 The most visible and publicly known element of the marketing communication mix, namely advertising, is revealed, on a daily basis by the creative, exciting, rewarding and challenging advertising industry. The challenge, however, lies in the way in which advertising is integrated with the many other marketing communication elements available.

Against the above-mentioned background, discuss advertising and its role in the marketing mix and overall communication strategy of the organisation (10)

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

- 2 1 Advertising messages are aimed at different audience segments and different types of consumers. Advertisers try to reach various audiences by means of numerous advertisements. It is thus crucial for them to develop a system for the classification of advertisements. Advertisements can be classified according to purpose, target audience, geographic area and medium.

You are an advertising executive for a new bakery chain named *Fresh from the oven bakery*. The managers of the organisation request you to assist in the development of an advertising strategy. By making use of the classification of advertising, explain the following.

- 2 1 1 What type of advertising (classification by purpose) will be most suitable to the organisation's offering? (6)

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- 2 1 2 Identify the characteristics of the organisation's target audience and explain what type of advertising will be best to use to reach the target audience (classification by target audience) (6)
- 2 1 3 Take the classification of advertising by geographic area into consideration and explain what type of advertising will be best to reach the specific target audience (6)
- 2 1 4 Explain to management what type of medium or types of media will be best to use to present their advertising message to the target audience (6)
- 2 2 Name the six (6) important elements that need to be prominent in defining advertising (6)
- [30]**

AND/OR**QUESTION 3**

- 3 1 To ensure effective communication in the online environment and to fulfil the primary purposes of online advertising, organisations should adhere to the four fundamental pillars of effective communication – namely dialogue, borderless communication, inclusive communication and continuous communication
- Provide a detailed discussion of each of these four (4) pillars of effective communication
- 3 1 1 Dialogue (6)
- 3 1 2 Borderless communication (7)
- 3 1 3 Inclusive communication (7)
- 3 1 4 Continuous communication (4)
- 3 2 Provide the three (3) primary purposes of online advertising as proposed by Moriarty, Mitchell and Wells (2009) (6)
- [30]**

TOTAL FOR SECTION A 60 MARKS

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SECTION B PUBLIC RELATIONS**YOU HAVE TO SELECT AND ANSWER ANY TWO (2) QUESTIONS FROM SECTION B.****QUESTION 1**

A premiership football club based in Parktown, Johannesburg, South Africa has recently experienced many setbacks which entail a coach resigning before the official termination of his contract. In addition, management has failed for months to pay wages that are due to the players. This has led supporters to protest outside the headquarters of the football club and to post defamatory comments about the football club on various media platforms such as newspapers and social media.

Provide a detailed crisis communication plan for the football club using the model provided by Guth and Marsh (2000). Your answer should include an application of this model to the scenario above.

Your discussion should be based on the steps provided below.

- | | | |
|-------|----------------------------|-------------|
| 1.1.1 | Step 1 Risk assessment | (4) |
| 1.1.2 | Step 2 Developing the plan | (18) |
| 1.1.3 | Step 3 Response | (4) |
| 1.1.4 | Step 4 Recovery | (4) |
| | | [30] |

AND/OR**QUESTION 2**

- | | | |
|-----|--|-------------|
| 2.1 | Discuss the responsibilities of the public relations practitioner and the roles of the public relations strategist to demonstrate the strategic role of public relations | (15) |
| 2.2 | Explain public relations as communication management | (7) |
| 2.3 | Explain public relations in business organisations | (8) |
| | | [30] |

AND/OR

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QUESTION 3

Formulae Bee Pty (Ltd) is a multinational corporation which manufactures honey-flavoured formula milk for children between ages zero and three. The formula milk industry has been criticised for manufacturing milk that causes teething difficulties and tooth decay among the targeted ages. However, the management of Formulae Bee is convinced that the honey-flavoured formula is good for children and does not cause the alleged problems since it has been examined in their expert laboratory. As the public relations practitioner in this company, you have to utilise the best possible communication with your stakeholders and you have decided to first sit down and consider what each involves.

- 3.1 By way of tabulation, list five (5) advantages and five (5) disadvantages of online public relations (10)
- 3.2 Discuss the five media for external publics and apply them to the scenario to show how you would use these media to communicate with the external publics of Formulae Bee (20)
- [30]**

TOTAL FOR SECTION B 60 MARKS

TOTAL FOR THIS PAPER 60 MARKS