

RCO3708/  
**COM3708**

May/June 2015

**ADVERTISING AND PUBLIC RELATIONS**

Duration 2 Hours

60 Marks

EXAMINERS .  
FIRSTMRS TB BREET-VAN NIEKERK    MS VP KABINI  
MR NL SELEKANE  
PROF DF DU PLESSIS  
PROF AF GROBLERSECOND  
EXTERNAL**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 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 (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**

According to Hanekom (2013 268), there are six (6) important elements that should always be part of the definition of advertising.

List and discuss these six (6) elements and substantiate your answer with relevant examples  
[30]

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

2.1 Numerous advertising agencies do not act as full-service agencies but instead specialise in certain areas, for instance, creative or media buying, thus appealing to a specific target audience or industry such as health care

Briefly describe the following specialised agencies and provide your own examples of the types of products or services that will be best represented by each of these agencies

- |       |                           |             |
|-------|---------------------------|-------------|
| 2.1.1 | Industry-focused agencies | (3)         |
| 2.1.2 | Minority agencies         | (3)         |
| 2.1.3 | Creative boutiques        | (3)         |
| 2.1.4 | Media-buying services     | (3)         |
| 2.1.5 | Vendors                   | (3)         |
| 2.1.6 | Virtual agencies          | (3)         |
|       |                           | <b>(18)</b> |

2.2 Explain what a full-service advertising agency is and how it differs from specialised agencies (4)

2.3 Media that can be used in the media plan include print, electronic media, social media, cinemas, outdoor media, direct marketing and other media such as theatre, folk and traditional media

Provide a brief description of each of the different types of out-of-home advertising that advertisers can make use of. (8)  
[30]

[TURN OVER]

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

- 3 1 Media is an integral part of both the advertising and marketing decision-making process. Specific media are used to reach particular target markets in order to communicate unambiguous, designated creative messages. Different advertising media can be selected to reach the organisation's target audience.

Briefly explain four (4) important tasks that need to be performed when selecting the right advertising media. (4)

- 3 2 Define and briefly explain what the process of media planning entails. (6)

- 3 3 Media planners consider four primary elements that are central to the media planning process. The four elements are known as the media square

Explain the importance of the following four (4) elements

- 3 3 1 Reach (6)  
 3 3 2 Frequency (6)  
 3.3 3 Impact (4)  
 3.3 4 Continuity/time (4)  
**[30]**

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**TOTAL FOR SECTION A: 60 MARKS**

<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 A postmodern perspective on public relations might help practitioners to understand many contradictions in public relations and might explain why their well-intended practices do not always deliver the expected results

List and discuss the four (4) public relations issues that arise from a critical postmodern perspective. (20)

- 1.2 Postmodernists do not only criticise but also propose an alternative for the practice of public relations by expecting the postmodern public relations practitioner to be an organisational activist.

Provide a discussion explaining what being an organisational activist entails in the postmodern perspective. Include relevant examples to substantiate your argument.

(10)  
**[30]**

[TURN OVER]

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

Crystal Stone (Pty) Ltd has been operating for two years in the small town of Kuruman. The company mines black diamonds and exports the diamonds for a lot of money to international buyers. In a community newspaper recently a human rights activist group representing the communities in the surrounding areas of Kuruman complained that some of the employees are under the age of 21 and have not finished high school. It is explained in the article that most of these minors are breadwinners as their parents died due to ailments related to back pains and injuries sustained whilst performing their mining duties. After reading the article you were convinced that the management of Crystal Stone do not seem to know anything about social responsibility and the values-driven approach to public relations.

- 2.1 Explain corporate social responsibility in detail to the management of Crystal Stone. (10)
- 2.2 Explain the values-driven approach to public relations. (20)
- [30]

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

You volunteered to develop an integrated communication campaign for a non-profit organisation. In your discussion with the founders of the non-profit organisation, you learn that the organisation does not have a public relations practitioner. Mrs Charty, the managing director of the organisation, explained that her partners did not see the need to have a public relations department or practitioner. You care so much about the work they do in society and feel strongly that Mrs Charty and her partners need to be educated about non-profit organisations and public relations.

Discuss in detail public relations in non-profit organisations so that Mrs Charty and her partners can understand it.

[30]

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**TOTAL FOR SECTION B: 60 MARKS**

**TOTAL FOR PAPER: 60 MARKS**