

**COM3708**

October/November 2016

**ADVERTISING AND PUBLIC RELATIONS**

Duration 2 Hours

60 Marks

**EXAMINERS**  
FIRST

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SECOND  
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PROF DF DU PLESSIS  
PROF AF GROBLER**Closed book examination**

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| This examination question paper consists of 4 pages |
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**IMPORTANT:**

- 1 This examination question consists of **TWO SECTIONS** Section A (advertising) and Section B (public relations).  
If you have studied Advertising, answer Section A Answer **any two questions** from Section A  
If you have studied public relations, answer 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**

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

Name and discuss these **SIX** (6) elements and illustrate your answer with relevant examples  
**[30]**

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

2 1 Numerous advertising agencies do not act as full-service agencies, but instead they specialise in certain areas such as creative or media buying. They therefore appeal to a specific target audience or industry, such as health care

Briefly describe the following specialised agencies and give your own examples of the types of products or services that are 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)         |
| 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 media, electronic media, social media, cinemas, outdoor media, direct marketing and other media such as theatre, folk and traditional media. Briefly describe each of the different types of out-of-home advertising that advertisers can use | (8)         |
|       |  | <b>[30]</b> |

**AND/OR****[TURN OVER]**

**QUESTION 3**

Discuss the role of advertising in society with reference 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> |

**TOTAL 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**

Read the following scenario and then answer the questions that follow

|   |
|---|
| <p>You are the Internal Communications Manager at Big Capital Bank (BCB) BCB is in the process of rebranding the organisation As BCB employees are key to effective service delivery and BCB brand ambassadors, it is crucial that you engage them effectively in order to gain their buy-in in the rebranding exercise To achieve this, you should make successful use of the appropriate media for internal audiences in your internal communications strategy in order to communicate the new brand and its values to them</p> |
|---|

Discuss the media for internal publics available to you for effective communication to internal publics Explain, with examples, how they can assist you in successfully communicating the new BCB brand to BCB employees

Refer to the following media in your answer

- |     |                  |             |
|-----|------------------|-------------|
| 1.1 | Print media      | (14)        |
| 1 2 | Images and words | (10)        |
| 1 3 | Electronic media | (6)         |
|     |                  | <b>[30]</b> |

**AND/OR**

[TURN OVER]

**QUESTION 2**

- 2 1 Explain public relations in accordance with PRISA's (2002) definition and discuss the important elements included in this definition (10)
- 2 2 According to Lubbe (2000), public relations must fulfil **THREE** (3) main functions. Discuss these functions under the headings below. Include a critical evaluation of each function in your discussion.
- 2 2 1 Public relations as interpretation and communication
- 2 2 2 Public relations as communication management
- 2 2.3 Public relations as strategic function (20)
- [30]**

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

#Hairctic is a powerfully growing brand among people who prefer to treat their hair with products that are free from harmful chemicals. The products are marketed as the only products in the industry that use natural ingredients such as aloe and castor oil. To ensure that the brand maintains its popularity, #Hairctic is developing a communication campaign that aims at establishing relationships with the younger consumer group that is active on internet. The "each-strand-matters" campaign aims to deliver the brand promise through an integration of traditional and online public relations tools.

- 3 1 Discuss the integration of traditional public relations and online public relations (10)
- 3 2 Explain how you would apply different online public relation tools to communicate the intended message of #Hairctic's "each-strand-matters" campaign. Name the online public relation tools and discuss how you would use each tool. How would each tool benefit #Hairctic? (20)
- [30]**

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**TOTAL SECTION B: 60**