

COM3708

May/June 2016

ADVERTISING AND PUBLIC RELATIONS

Duration 2 Hours

60 Marks

EXAMINERS**FIRST**

MRS TB BREET-VAN NIEKERK MS VP KABINI

**SECOND
EXTERNAL**MR KPP MANANA
PROF DF DU PLESSIS
PROF AF GROBLER**Closed book examination**

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This examination question paper consists of 4 pages

IMPORTANT:

- 1 This examination paper 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**

- 1 1 You are an advertising executive and your main role in the agency is that of media buying. Describe what this role entails by answering the following questions
- 1 1 1 What skills would you need to perform this function? (4)
- 1 1 2 What are the three (3) primary aspects of media selection? (6)
- 1 1 3 How would you go about the process of media negotiation? What skills would you need for media negotiation? (6)
- 1 2 Different types of advertising agencies fulfill 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:
- 1 2 1 The full-service agency (4)
- 1 2 2 Specialised agencies (10)
- [30]**

AND/OR**QUESTION 2**

Media is an integral part of both the advertising and the marketing decision-making processes. 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.

- 2 1 Briefly explain four (4) important tasks that need to be performed when selecting the right advertising media. (4)
- 2 2 Define media planning and briefly explain what the process entails. (6)
- 2 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:
- 2 3 1 Reach (6)
- 2 3 2 Frequency (6)
- 2 3 3 Impact (4)
- 2 3 4 Continuity/time (4)
- [30]**

[TURN OVER]

AND/OR**QUESTION 3**

Discuss the three (3) categories of business-to-business advertising, namely industrial, professional and trade advertising. Give suitable examples to illustrate your understanding of each of these categories.

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|-----|--------------------------|-------------|
| 3.1 | Industrial advertising | (10) |
| 3.2 | Professional advertising | (10) |
| 3.3 | Trade advertising | (10) |
| | | [30] |

TOTAL SECTION A: 60

SECTION B: PUBLIC RELATIONS

YOU HAVE TO SELECT AND ANSWER <u>ANY TWO</u> QUESTIONS FROM SECTION B.

QUESTION 1

You are the PR manager for BPS Financials. The CEO of the organisation has asked you to compile a stakeholder management strategy. This entails the identification of the organisation's stakeholders, determining their needs and prioritising these stakeholders. This strategy will serve as a guideline to ensure sustainable organisation-stakeholder relationship development to achieve organisational objectives.

Consider the above scenario and then answer the following questions:

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|-----|---|-------------|
| 1.1 | Name and discuss the two (2) strategic issues in the management of stakeholders that you as public relations manager need to consider. | (4) |
| 1.2 | What information would you require about the organisation's stakeholders in order to manage relationships with them? Give examples from the scenario to show how this information could be applied. | (10) |
| 1.3 | Identify the PR model that you would apply as a basis for this strategy to build sustainable relationships with stakeholders. Clearly motivate your answer. | (6) |
| 1.4 | You decide to use Ledingham's (2003) relationship management theory as a basis for your stakeholder management strategy. Discuss this theory in detail to show your understanding thereof. | (10) |
| | | [30] |

[TURN OVER]

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, he identifies two (2) constructs that enable us to "predict" an item's newsworthiness.

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

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

You are the communication manager for a large retail firm. You are putting together an online public relations plan for your company.

Name six (6) online public relations tools you could use as part of this plan, and discuss each of these in detail, indicating how you would apply each in the context of your plan.

[30]

TOTAL SECTION B: 60