

COM3708

October/November 2017

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 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, 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 section and 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**

Advertising is regarded as one of the *marketing communication mix elements* that is most often subject to ethical discussions. It is thus of utmost importance to consider and take into account the numerous ethical questions surrounding the advertising phenomenon.

- 1 1 With reference to the above-mentioned statement, briefly explain the importance of ethics in advertising (4)
- 1 2 Name and briefly discuss three (3) distinct perspectives regarding ethical issues in advertising (6)
- 1 3 By making use of your own relevant examples, discuss the following five (5) ethical questions regarding advertising
- 1 3 1 How do consumers make ethical judgments about advertisements? (4)
- 1 3 2 Are advertisements unethical because of the product advertised? (5)
- 1 3 3 Is it unethical to target certain groups? (5)
- 1 3 4 Do advertisements invade privacy? (4)
- 1 3 5 Is the behaviour of advertising practitioners unethical? (2)
- [30]**

AND/OR**QUESTION 2**

It is important to understand that with the development of advertising and the media it utilises, the *content of advertising* has subsequently also evolved to adapt to the creative possibilities available today.

- 2 1 Explain the following two (2) roles of advertising. Strongly base your discussion on your own relevant examples
- 2 1 1 The *informational* role of advertising content (4)
- 2 1 2 The *creative* role of advertising content (6)
- 2 2 Critically compare different opinions regarding advertising's role in the overall marketing mix of the organisation (10)

[TURN OVER]

2 3 Advertisers prepare different types of advertisements for different types of audience segments. Different products, services and causes furthermore require diverse advertising messages. Advertising is complicated in nature and influences organisational stakeholders and broader society. Taking this into consideration, it is apparent that advertising also plays different roles in business and society.

By making use of your own relevant examples, discuss the following two (2) roles of advertising.

2 3 1 The communication role (4)

2 3 2 The economic role (6)
[30]

AND/OR

QUESTION 3

You are the art director for *Candle Wick Advertising Incorporated*, a large and prominent full-service advertising agency, based in Gauteng, South Africa.

3 1 Name the functions and services of this full-service agency (5)

3 2 On a daily basis you work closely with other creative professionals such as copywriters and broadcast directors. Describe their roles and indicate how everyone works together to ensure that the creative concept is in line with the overall intended strategy (8)

3 3 The creative strategy, and the implementation thereof, plays a crucial role in the development of an advertising campaign.

Explain how you will start the execution of the creative strategy by addressing the following aspects:

3 3 1 The creative brief (5)

3 3 2 The selling idea (5)

3 3 3 The creative execution and the advertising appeal (7)
[30]

TOTAL FOR SECTION A: 60

[TURN OVER]

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

The value of news is not the same in every culture. Cultural-based differences occur as a result of varying definitions of newsworthiness that are based on news items which are deviant and socially important for a particular society. Shoemaker (in Angelopulo & Barker 2013) proposed 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.

Discuss, in detail, the criteria for newsworthiness and substantiate your discussion with examples of real life news events. Furthermore, in your discussion include predictions about news coverage.

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

Grunig and Hunt (1984) identified four (4) models according to which public relations practices by businesses and organisations today are analysed and judged.

2.1 In your own words, discuss Grunig and Hunt's (1984) four (4) models and substantiate your discussion by using your own examples. (20)

2.2 In the same light, discuss the public relations approach which will be effective in solving conflict between an organisation and its public/s. (10)

[30]

AND/OR

[TURN OVER]

QUESTION 3

Public relations is practiced in different sectors of society

Explain in detail how these roles and functions differ in the following sectors respectively

- | | | |
|-----|--|-------------|
| 3 1 | Public relations in business organisations | (10) |
| 3 2 | Public relations in Government | (10) |
| 3 3 | Public relations in non-profit organisations | (10) |
| | | [30] |

TOTAL FOR SECTION B: 60

PAPER TOTAL: 60