

**COM3708
RCO3708**

May/June 2017

ADVERTISING AND PUBLIC RELATIONS

Duration 2 Hours

60 Marks

EXAMINATION PANEL AS APPOINTED BY THE DEPARTMENT

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 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 numbers of the section and 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
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[TURN OVER]

SECTION A: ADVERTISING**YOU HAVE TO SELECT AND ANSWER ANY TWO QUESTIONS FROM SECTION A.****QUESTION 1**

A new clothing brand intends to develop and establish their product range and create brand awareness by making use of online advertising only

As an independent advertising consultant, the organisation requests you to assist them in the development of their advertising strategy

- 1 1 Provide the organisation with an in-depth explanation as to why it is important to adhere to the four (4) fundamental pillars of effective online communication, namely dialogue, borderless communication, inclusive communication, and continuous communication (8)
- 1 2 Select and explain four (4) of the many types or forms of online advertising available the organisation can make use of. Motivate why these selected forms will be best suited for the goals the organisation aims to achieve (10)
- 1 3 Explain how the characteristics of online advertising (namely individualisation and interactivity) can be of great value to the organisation (8)
- 1 4 Make the organisation aware that online advertising may also have some disadvantages. Briefly explain four (4) potential disadvantages of online advertising (4)
- [30]**

AND/OR**QUESTION 2**

There are several persistent debates regarding advertising's impact on society's values and norms. Issues debated include advertising's role in creating demand for products, its ability to shape societal values and the creation of materialistic consumers.

Demonstrate your understanding of the above-mentioned statement by making use of your own relevant examples.

In your discussion, elaborate on the societal impact of advertising by addressing the following six (6) key societal issues that should be taken into account.

- 2 1 Poor taste and offensive advertising (4)
- 2 2 Sex in advertising (3)
- 2 3 Portraying diverse people fairly and accurately (8)

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|-----|---|-------------|
| 2 4 | Message-related issues | (4) |
| 2 5 | Different types of misleading or false advertising messages | (7) |
| 2 6 | Product-related issues | (4) |
| | | [30] |

AND/OR**QUESTION 3**

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.

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|-------|--|-------------|
| 3 1 | By making use of relevant examples, identify and explain what the process of media planning entails | (12) |
| 3 2 | 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 2 1 | Reach | (6) |
| 3 2 2 | Frequency | (5) |
| 3 2 3 | Impact | (4) |
| 3 2 4 | Continuity/time | (3) |
| | | [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**

According to Angelopulo and Barker (2013), a postmodern perspective on public relations is not so much an alternative paradigm, as it is one which views society in general differently and, in the case of public relations in particular, provides an alternative understanding of practitioners' experiences as well as a critique on some of the modernist expectations of public relations

- 1 1 Discuss the four (4) public relations issues that are highlighted by the authors which arise from the critique on a postmodern perspective (20)
- 1 2 Explain corporate social responsibility (CSR) and illustrate your understanding by using your own examples (10)
- [30]**

AND/OR**QUESTION 2**

In 2015 KFC in Braamfontein was surrounded by a scandal after photos and a video surfaced on social media, the news, publications such as *Drum* magazine and even on the radio. The video showed two employees washing raw chicken on the ground to hide breasting waste. The video was taken by a customer who resides around the Braamfontein area. Two months later, photos surface again of employees of KFC in Umhlanga sharpening their cooking knives outside on the pavement.

- 2 1 Why is this a crisis for KFC? Explain by defining what a crisis is (4)
- 2 2 Meyers (2011) identified seven (7) potential benefits that can result from such a crisis. Identify and discuss three (3) that could potentially benefit KFC (6)
- 2 3 As a public relations officer which model will you adopt in developing your crisis communication plan? Provide a full discussion of the model and demonstrate this by using KFC as a point of reference (20)
- [30]**

AND/OR**[TURN OVER]**

QUESTION 3

"The ultimate aim of public relations is to manage perceptions and relationships between the organisation and its stakeholders"

Answer the questions below in the context of this statement

- 3 1 How would you define public relations? Substantiate your answer by including five (5) elements that are of importance in the definition (5)
- 3 2 Explain the three (3) functions of public relations and illustrate them by using your own examples (15)
- 3 3 Ledingham (2003) proposed that relationship management theory must be accepted as a general theory for public relations. In addition, he suggested that the organisation's public relations should not only rely on communication, but also on organisational and public behaviour. Demonstrate your own understanding of the management theory by providing a detailed discussion and your own relevant examples (10)
- [30]**

TOTAL FOR SECTION B: 60

EXAMINATION PAPER TOTAL: 60

