



**PROGRAM** : DIPLOMA  
*COMMUNICATION MANAGEMENT &  
PUBLIC RELATIONS*

**SUBJECT** : **MEDIA 2A**

**CODE** : **MED2AA2 / MED2A21**

**DATE** : JUNE EXAM 2014

**DURATION** : THREE HOURS

**WEIGHT** : 50 : 50

**TOTAL MARKS** : 100

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**EXAMINER** : MS M PRITCHARD

**MODERATOR** : MR MABADA

**NUMBER OF PAGES** : FIVE PAGES

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**INSTRUCTIONS** : ONLY ANSWER PAPERS ARE HANDED IN

**REQUIREMENTS** : UJ ANSWER BOOK

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**INSTRUCTIONS TO CANDIDATES:**

ANSWERS THAT ARE NOT NUMBERED WILL NOT BE MARKED.

ANSWERS WRITTEN IN PENCIL WILL NOT BE MARKED. ONLY ANSWERS WRITTEN IN INK ARE MARKED.

**SECTION A:** ANSWER MATCHING COLUMN QUESTIONS BY WRITING DOWN THE LETTER THAT CORRESPONDS WITH YOUR ANSWER.

**SECTION B:** ANSWER **ONE** OF THE TWO QUESTIONS. PLEASE NOTE THAT YOU NEED TO WRITE PARAGRAPHS AND NOT BULLETED POINTS OR NOTES. LISTS OF WORDS AND BULLETED POINTS WILL NOT BE MARKED.

**SECTION C:** ANSWER THE QUESTIONS BASED ON THE CASE STUDY.

PLEASE NOTE THAT THIS IS A CLOSED BOOK TEST. YOU ARE NOT ALLOWED TO ASK FOR ASSISTANCE DURING THE TEST. THE USE OF A DICTIONARY IS NOT ALLOWED.

NUMBER ALL YOUR ANSWERS CAREFULLY.

**SECTION A: ANSWER ALL THE MATCHING COLUMN QUESTIONS**

1. Match the question in Column A with the relevant statement in Column B. You only need to write down the letter that corresponds with the correct answer from Column B.

*For example: 1.1 – B, 1.2 – N, 1.3 – J, etc.*

Column A: Question	Column B: Answer
1 The introduction of a feature article	a) Institutional newsletter
2 The most suitable type of newsletter for Absa employees	b) Production schedule
3 A section in the non-profit annual report that contains income and expenditure numbers	c) Editorial policy
4 A page in an in-house magazine that contains brief news snippets about events happening at the organisation	d) The graphic designer
5 A device used to break up the copy of long feature articles in a magazine	e) Local community, local media and potential staff
6 A type of feature article ending that includes a call for action	f) PDF
7 The ideal file format for an e-mailed newsletter that is inserted as an attachment	g) Lead
8 A feature article about Richard Branson, the founder of Virgin Group	h) Marketing profile
9 A document outlining the sequence of events for each issue of a newsletter	i) Referral ending
10 A feature article about a new tablet computer	j) Publicity newsletter
11 Stakeholders of non-profit annual reports	k) Quotations
12 A document containing all the design considerations of a newsletter	l) Financial statement
13 The name of the in-house magazine, usually printed on the front page	m) Trends section
14 A section in the non-profit annual report that describes the accomplishments of the past year.	n) Identity
15 Who will typically perform the gatekeeper function at a newspaper?	o) Subheads
	p) HTML
	q) Footnotes
	r) Style sheet
	s) Product profile
	t) Human interest profile
	u) Response ending
	v) Masthead
	w) Mock-up
	x) Digital newsletter
	y) Personality profile
	z) The editor
	aa) Description section
	bb) Potential staff, shareholders and existing staff
	cc) Blurb
	dd) News notes

Section A: [15]

## **SECTION B: ANSWER ONLY THREE OF THE FOUR QUESTIONS.**

### **1. QUESTION 1**

There are several ways in which the public relations practitioner can ensure that encounters with journalists are kept professional. List and discuss **FIVE** guidelines for dealing with the media and include examples to support your answer. (20)

### **2. QUESTION 2**

Online newsrooms provide a helpful resource for journalists. Answer the questions below:

- 2.1 List and discuss **FIVE** content items that can be included in an online newsroom. Include examples to support your answer. (10)
- 2.2 Discuss **TEN** do's and don'ts of online newsrooms (10)

### **3. QUESTION 3**

Advertising plays an important role in media planning. Discuss the advertising categories below and include examples of advertisements recently featured in the media to support your answer.

- 3.1 Business-to-business advertising (5)
- 3.2 Consumer advertising (5)
- 3.3 Brand advertising (5)
- 3.4 Retail advertising (5)

### **4. QUESTION 4**

Brochures are suitable controlled media when the public relations practitioner wants to communicate specific information to a market segment. Answer the following questions pertaining to the planning of a brochure:

- 4.1 Determine a format (7)
- 4.2 Position your brochure (6)
- 4.3 Decide on length (7)

**Section B: [60]**

## **SECTION C: ANSWER ALL THE QUESTIONS WITH REFERENCE TO THE CASE STUDY**

Do you like being entertained? Then get ready, because South Africa's biggest consumer show is gearing up for another bumper entertainment extravaganza. Get ready for 11 action-packed days of family fun. Get ready... because it's showtime!

Masses of performers are gathering to bring 11 days of magic, excitement and fun to the stages, arenas and halls of next year's Rand Show. There are stunt-car drivers flying in from Italy, and a winter wonderland of snow with South Africa's longest-ever indoor ice toboggan slide being trucked up from Cape Town. The world's most recognisable science geek - the Naked Scientist - has already booked his ticket out of London, while South Africa's strongest men are getting pumped for a qualifier of epic proportions.

Some of Mzansi's best-loved artists and groups are tuning up for their stage appearances, and the military is going through its paces to ensure its tactical displays leave audiences gasping, while some of SA's top chefs are sharpening their knives for displays of culinary flare in the SA Chefs Theatre. And lining up behind them are magicians, gymnasts, animal trainers, funfair-ride operators... all coming together to create a world of entertainment choice, with something to excite and delight every member of the family. So from 18 to 28 April, the Rand Show is the place to be if you want affordable, family entertainment during the Easter holiday... let the countdown begin to showtime!

### **THE RAND SHOW 2015**

**DATES:** From Friday 18 April to Monday 28 April, 2015.

**SHOW HOURS:** Gates open daily at 9am. Ticketing booths into the showgrounds close at 6pm, although the show closes at 7pm.

**VENUE:** Johannesburg Expo Centre, Rand Show Road, Nasrec. (GPS - S26°14.810' E27°68.695')

**TICKETS:** R100 for adults, R50 for pensioners over 65, R50 for teens aged 13-16, R20 for kids aged 6 to 12, and FREE for children under six. Tickets are available at the gate or through Computicket. (There is no surcharge on Computicket tickets.)

**VALUE:** Tickets give visitors free entry to the majority of the Rand Show's top attractions.

**TOP ATTRACTIONS:** The Naked Scientist; SNOW Time, the Rand Show's winter wonderland of snow; The Pit Bull International Xtreme Motor Show; SA's Strongest Man Qualifier; Theuns Jordaan, Swing City, Dozi and Tokyo Groove, plus many more in concert on the Showtime Stage; the SA Chefs Theatre; tactical military displays and exhibits; the Animal Kingdom with bird and snake shows and more; and playtime for kids in Tumble Town. (Adapted from: <http://www.bizcommunity.com/Article/196/40/111899.html>)

## 1. QUESTION 1

You are the public relations consultant for the Rand Show 2015. You need to prepare an integrated media plan for a two week media campaign using controlled and uncontrolled media exposure. The goals of your media plan are to create awareness of the Rand Show 2015 and to encourage visitors to attend the event.

- 1.1 You need to segment and describe the target market for your media campaign. Identify **ONE** suitable market segment for your media plan. Provide a detailed Demographic profile of your market segment. (5)
- 1.2 You need to describe **FIVE** media communication methods or activities that will be used. Describe each of these methods in paragraph format by answering the 5 W's and H. You need to achieve controlled and uncontrolled media exposure reaching both traditional and social media. As controlled media exposure is expensive it must be used minimally. (20)

**Section C: [25]**

**Grand total: 100**

