



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

**SUBJECT** : **MEDIA 1B**

**CODE** : **MED1BB1/MED1B21**

**DATE** : MAIN EXAMINATION  
22 NOVEMBER 2018

**DURATION** : 2 HOURS

**WEIGHT** : 50: 50

**TOTAL MARKS** : 100

**EXAMINER** : DR E LUBINGA

**MODERATOR** : MR R MABADA

**NUMBER OF PAGES** : 5 PAGES

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**INSTRUCTIONS TO CANDIDATES:**

AVOID LISTED AND BULLETED ANSWERS. BULLETED ANSWERS  
WILL NOT BE MARKED

PLEASE ANSWER ALL THE QUESTIONS.

PLEASE READ ALL QUESTIONS CAREFULLY.

YOUR LANGUAGE USE AND NEAT HANDWRITING IS IMPORTANT.

**SECTION A:** ANSWER ALL QUESTIONS

**SECTION B:** ANSWER TWO OF THE THREE QUESTIONS

**SECTION C:** ANSWER THE QUESTION

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**SECTION A****QUESTION 1**

Explain the following design elements/principles, using **THREE (3) to FOUR (4) (maximum) only, short sentences. Provide relevant examples.**

- a. Format (4)
- b. Medium (4)
- c. Intent (4)
- d. Balance (4)
- e. Proportion (4)

[20]

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**SECTION B : Answer TWO of the three questions****QUESTION 2**

**Answer the questions below, based on the newsletter**

**(30)**

- a. Identify the type of newsletter shown below and explain why you have selected the answer? (5)
- b. Discuss three (3) types of newsletters with examples of target audiences. (18)
- c. Discuss the intentions of public relations practitioners for using newsletters in organisations. (7)



# NEWSLETTER

CORPORATE SPIRIT CS LTD | HR INTELLIGENCE TO SUPPORT BUSINESS SUCCESS. | 2/2013

Jacqueline Cuthbert, Chief HR & Communications Officer, Sanoma Media Group

## “WITH ENGAGED EMPLOYEES CHANGE IS A NEW OPPORTUNITY TO FLOURISH”

Operating at the forefront of the constantly evolving media industry, Sanoma Media Group has recently gone through significant changes. According to Chief HR & Communications Officer **Jacqueline Cuthbert**, Sanoma makes every effort to turn these changes into opportunities to further strengthen one of the company's core advantages: engaged people who are committed to reach the common goals.



*“The transformation from print to digital has been perhaps the most significant megatrend affecting our business so far”, Jacqueline Cuthbert explains. “To survive and even exceed that, we’ve had to grow and innovate continuously. Ways to improve our overall performance have been developed, and a new kind of win-win culture is being created.”*

Engaging people has been one of the cornerstones. However, managing a process of this magnitude in a multinational company that operates in a constantly evolving industry is by no means an easy task. For this particular purpose, Corporate Spirit carried out an extensive employee engagement survey for Sanoma Media Group, involving 44 questions in 12 languages.

*“We wanted to do our best to engage people in our Sanoma way”, Jacqueline Cuthbert explains the background for the research. “Getting feedback from employees is essential in winning their hearts and minds – as is listening and acting upon what they say. In Sanoma’s case, the survey also helped us to get valuable insight from both our strengths and improvement areas.”*

As part of Sanoma’s effort to win those hearts and minds – and to help employees adopt the Sanoma way – the company launched its new vision and values. Their contents and meaning were explained and discussed to ensure that everyone would understand the reasons behind the direction the company was heading to.

According to Jacqueline Cuthbert, an employee engagement survey is essential for any company wanting to become a high performance organisation. Furthermore, utilising the survey in a way that makes the most of gathered data needs to be the entire company’s responsibility. Especially when a significant cultural change needs to be established – as in Sanoma’s case – the managers need to be held accountable for turning results into tangible action.

*“To be able to help the organisation improve its performance, employee engagement survey results need to be anchored into the management incentives”, Jacqueline Cuthbert emphasises.*

The achieved response rate of 75 % is a clear sign of high engagement level at Sanoma Media Group. People are committed and motivated to express their opinions in a constructive way to be able to contribute to the organisation’s overall performance. The progress is now being tracked on a group-wide level, and the results are being discussed in quarterly reviews, along with financial results. According to Jacqueline Cuthbert, the transformation is on a good run, and the road towards that winning culture is open. Then again, the journey has just begun – a new survey has been booked for the autumn of 2013!



**SANOMA INSPIRES, INFORMS AND CONNECTS**  
 Sanoma is a leading European group focusing on consumer media and learning, and bringing information, experiences, education and entertainment to millions of people every day. Employing over 10,000 professionals in six strategic business units, the group's net sales totalled EUR 2.4 billion in 2012.

AND / OR

### QUESTION 3

Photography is an important skill for a public relations practitioner as a picture has the ability to enhance or ruin an organisation’s reputation.

- a. List and discuss **THREE (3)** photographic opportunities for a public relations practitioner. (6)
- b. List and discuss **FOUR (4)** factors contributing to good photographs. Provide examples for each identified factor. (16)



c. Apply the factors which you have discussed in QUESTION 3b to the above picture of DJ Black Coffee. In addition, explain whether or not you think this is a good photo.

(8)

[30]

**AND / OR**

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#### **QUESTION 4**

A website can consist of multiple sections. Each of these sections may be directed at a different target market.

a. List and discuss **FIVE (5)** specific uses for a website. Include relevant examples in your answer. (25)

b. Explain how a website can help create a strong Unique Selling Proposition (USP) for an organisation. (5)

(30 MARKS)

SUBTOTAL: 60 MARKS

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#### **SECTION C: Answer the question below**

#### **QUESTION 5**

Email is becoming increasingly important in an organization for as a medium of communication with important stakeholders by Public Relations Practitioners.

Write an email message based on the information below. Your email should contain all the relevant elements that make up an email message. Your message should include the four relevant parts, as practiced in class.

Write an email message to the Manager of Pick n Pay Campus Square Mrs Ntando Seerane. You conducted a transaction at the Store last week and accidentally left one of the items in the store. You would like her to allow you to collect the item. You kept the receipt and you remember the name of the cashier and the till number at which you were served.

(20 MARKS)

**GRAND TOTAL: 100 MARKS**

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