



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

**SUBJECT** : **MEDIA 2B**

**CODE** : **MED2B21/ MED2BB2**

**DATE** : MAIN EXAMINATION  
: 20 NOVEMBER 2018

**DURATION** : TWO HOURS

**WEIGHT** : 50:50

**TOTAL MARKS** : 100

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**EXAMINER** : DR E LUBINGA

**MODERATOR** : MS K SITTO

**NUMBER OF PAGES** : 4 PAGES

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**REQUIREMENTS** : UJ ANSWER BOOK

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**INSTRUCTIONS TO CANDIDATES:**

- **SECTION A:** ANSWER ALL QUESTIONS
- **SECTION B:** ANSWER **TWO** OF THE FOUR QUESTIONS.
- ANSWERS SHOULD BE WRITTEN IN FULL SENTENCES.
- **SECTION C:** ANSWER THE QUESTIONS BASED ON THE CASE STUDY.
- NUMBER ALL YOUR ANSWERS CAREFULLY
- DO NOT BULLET. BULLETED ANSWERS **WILL NOT** BE MARKED.
- SUBMIT QUESTION PAPER WITH ANSWERBOOK

**SECTION A: ANSWER ALL THE QUESTIONS**

**QUESTION 1**

Answer the following short questions, using **THREE (3) to FOUR (4) short sentences ONLY**. Provide relevant examples.

- a. Controlled and uncontrolled viral marketing (6)
- b. Tracking traffic to website (6)
- c. Five forms of online advertising (6)
- d. Rich media (6)
- e. Cost-per-action and cost-per-lead (6)

[30]

**SECTION B: ANSWER ONLY TWO OF THE FOUR QUESTIONS.**

**QUESTION 1**

1. Social media have changed the way that brands engage with and form relationships with customers. List and discuss **FIVE** challenges that businesses face when engaging in social media marketing. Give **ONE** real life example of each challenge by referring to events that recently occurred on social media networks to businesses. [20]

**AND/OR**

**QUESTION 2**

2. a. Define advertising (5)
- b. Using the advertisement below, discuss the main components of the advertising communication process. Define and explain each of the following components: Source, message, channel, audience and destination, based on the advertisement provided below and use the advertisement **ONLY** to provide examples for each component. (15)



[20]

**AND/OR**

### **QUESTION 3**

3. Viral marketing is suitable to generate conversations about a brand in the digital age. Discuss the following: [20]
- Discuss the elements of a viral strategy and include **THREE** examples to support your answer. (12)
  - Discuss the importance of tracking a viral campaign and the type of information that a controlled viral campaign needs to track. In addition, include examples to support your answer. (8)

**AND/OR**

### **QUESTION 4**

4. Advertising is an effective way to enhance brand awareness. Answer the following in paragraph format: [20]
- Explain the target markets of business-to-business advertising (3). In addition, list and discuss **THREE** types of business-to-business advertising (9).
  - Explain how developing preference is a task of advertising. Include examples of **TWO** brands recently advertised in the mass media to support your answer. (8)

**Section B: [40]**

### **SECTION C:**

#### **ANSWER ALL THE QUESTIONS WITH REFERENCE TO THE SCENARIO:**

Shisa Nyama is a term used in many South African townships to describe a barbecue or braai where people come together to grill meat in an open fire. The site is usually provided by the butcher owner. CHAF POZI

Sprawling in the shadow of the Orlando cooling towers in Soweto, this beer garden and braai spot is a local institution and at weekends the crowds descend from all directions for beers and meat, flame-grilled to perfection and served up with typical sides such as pap (a stiff maize porridge) and chakalaka (spicy bean stew). A popular weekend party spot with DJs playing everything from township jazz, to deep house, hip-hop and kwaito. If you are feeling brave you can take a bungee jump from the top of the cooling towers, otherwise opt to watch the daredevils make the leap from the comfort of the beer garden. and only people who buy meat from the butcher are allowed to use the facility. *Source: <http://chafpozi.co.za/>*

### **QUESTION 1**

As the social media manager for Chaf Pozi you need to plan a social media campaign. The goals of your campaign are to create awareness and engagement around the expansion of the business throughout South Africa. Make sure that your social media campaign is creative and will be noticed on the social web. Activities in your content calendar need to be suitable for each social media platform chosen. A good mix of popular social media platforms needs to be used. Your content calendar needs to demonstrate that you understand each social media platform and how to use it

effectively. You need to write the actual wording that is used for each social media post/tweet/status update when completing the content calendar. Describe in detail the exact images, audio-visuals, choice of music or any other elements to give a clear idea of the content you are planning. You need to do the following:

- a) Make use of **SEVEN** different social media platforms and draw up a detailed content calendar for **ONE** week. (25)
- b) Name **FIVE** software applications that will be used to measure the effectiveness of the content calendar. (5)

**Section C: [30]**  
**Grand total: 100**