



PROGRAM : NATIONAL DIPLOMA
SPORTS MANAGEMENT

SUBJECT : PUBLIC RELATIONS 1B (SPORT PR)

CODE : SKW11B1

DATE : SUMMER EXAMINATION
16 NOVEMBER 2018

DURATION : 2 HOURS

WEIGHT : 50 : 50

TOTAL MARKS : 100

EXAMINER : MS SJ CARTER

MODERATOR : DR N LEVY

NUMBER OF PAGES : 5 PAGES

INSTRUCTIONS TO CANDIDATES:

- **SECTION A:** MATCH COLUMN A AND COLUMN B.
- **SECTION B:** ANSWER **TWO** OF THE THREE QUESTIONS BASED ON THE CASE STUDY
- **SECTION C:** ANSWER ALL OF THE QUESTIONS.
- ANSWERS THAT ARE NOT NUMBERED WILL NOT BE MARKED.
- YOU MAY ANSWER THE QUESTIONS IN ANY ORDER, AS LONG AS YOU INDICATE THE CORRECT QUESTION NUMBER.
- YOUR LANGUAGE USE AND NEAT HANDWRITING IS IMPORTANT.
- THE LENGTH OF YOUR ANSWER SHOULD BE GUIDED BY THE MARKS ALLOCATED TO THE QUESTION.

SECTION A: MATCH COLUMN A AND COLUMN B**QUESTION 1**

Match the question Column A with the relevant statement/answer in Column B. Write down the letter that corresponds with the correct answer from Column B.

For Example: 1 – B

Column A: Question	Column B: Answer
1. A story is often not used because of a lack of_____.	a) Frequency
2. Five Ws and H.	b) Television
3. Newspapers can be divided according to circulation or according to_____.	c) BCCSA
4. Common mistake that PRs make.	d) Space
5. A business deal that is intended to be the advantage of both the sponsor and the sponsored.	e) Model for the construction of a news release
6. In order to ensure that messages resonate with the target audience, the PRP should take the _____into account.	f) Bringing the wrong person to the studio for an interview
7. An example of a knock-and-drop newspaper.	g) News release
8. A proactive approach by management to identify stakeholders and issues which consider as important and will affect an organisation's future.	h) Feedback and evaluation
9. Speed in replying to a query is all-important.	i) Sentiment (feelings)
10. Good visual material is essential for a_____.	j) Networking skills
11. Requests the recipient of a news release to withhold publication until a stated date and time.	k) Influencers
12. _____is the most persuasive and powerful medium of communication today.	l) Tie in with the news events of the day
13. To be effective, social media needs to be integrated into the general marketing mix.	m) Melville Times
14. Possible way of generating news about your company.	n) Sponsorship
15. The last stage of a successful promotional programme.	o) Media kit
16. Competency of an event manager.	p) An embargo
17. This body allows the general public to express its views and register complaints against broadcasters.	q) Integrated marketing communication
18. The purpose of a _____is to provide news or information that you would like to get published.	r) A tip for dealing with the media during a crisis

19. Measurement of social media.	s) Audience interest
20. Social media can give you access to _____ with which you can interact and develop relationships with.	t) Issue management

SECTION A [20]

SECTION B: ANSWER ONLY TWO OF THE THREE QUESTIONS

Carefully read the case study below and answer the questions that follow:

FNB: New sponsorship for Springboks

At FNB, “How can we help you?” is much more than a slogan. It’s a sincere question, motivated by a genuine desire to assist in the building of this great nation one person at a time. Committed to enabling all South Africans to help themselves, the proudly local institution has long recognised that with the right support, we’re capable of anything.

This belief has been the driving force behind their personalised, innovative banking solutions for decades, and it was the impetus behind their decision to become a proud partner to the Springboks in 2017. That’s because, just as it takes the correct partnerships to achieve individual success, it takes the right collaborations to foster collective national excellence.

As Faye Mfikwe, FNB Chief Marketing Officer, mentioned “Sport has the amazing power to unite a nation. There’s no better representation of this than the Springboks’ historic Rugby World Cup victories in 1995 and 2007.” And while Mfikwe acknowledges that FNB’s partnership with the Springboks is the pinnacle of the sport development portfolio, she reminds us that it’s predicated on almost twenty years of investment in rugby development.

“The ultimate dream for many young hopefuls”, she continues, “is to be given the honour of representing their national team and our grassroots platforms are increasingly playing an important role in facilitating the realisation of such aspirations.”

For FNB, then, having their logo emblazoned above each Springbok playing number is more than a casual affiliation. It’s a symbol of their continued commitment to making positive contributions that will take the country forward. In celebration of that role, the bank has launched a campaign which explores the lives and contributions of the countless people who help tirelessly behind the scenes to assist the Springbok squad. Their recognition of the fact

that it takes more than 15 players on the rugby field to ensure national success mirrors the bank's offer of assistance to countless everyday South Africans on their own journeys towards fulfilling their potential.

Launching on 1 June 2018 on TV, outdoor, press, radio and digital platforms, the campaign invites us into a captivating story of the sheer enormity of the journey it takes young hopefuls to become a Springbok, outlaying the different aspects of help required in the process. From a father driving the kids to an early game; the school coach nurturing talent along the way; the parents, the brothers, talent scouts and mentors and all the everyday people who help our country's talented young athletes grow from grassroots to greatness.

Adapted from: <https://www.sport24.co.za/PartnerContent/Advertorials/new-sponsorship-for-springboks-20180626>

QUESTION 2

Sponsorship is seen as a means to deliver on brand equity. In line with this statement and using the FNB sponsorship case study to support your answer, answer the following:

- 2.1 List **FIVE (5)** characteristics of sponsorship. (5)
- 2.2 Discuss the reasons why companies sponsor. (5)
- 2.3 Provide **FIVE (5)** evaluation and selection criteria for sponsorship requests. (5)
- 2.4 List **FIVE (5)** questions to consider when undertaking sponsorship requests. (5)
- 2.5 Provide **FIVE (5)** other sport-related sponsorship examples of how brands can get involved in sports sponsorships. (5)

[25]

AND / OR

QUESTION 3

It is imperative that news releases are sent directly to media contacts and that the release is correctly set out. In line with this, answer the following:

- 3.1 List and discuss the **FIVE (5)** contents that should be included in a news release. (5)

3.2 Explain **TEN (10)** important points to bear in mind when issuing a news release. Provide examples related to the FNB sponsorship case study to support your answer. (20)

[25]

AND / OR

QUESTION 4

Social media has radically changed the way that we communicate. List and discuss the **FIVE (5)** activities that can be achieved by using social media. Then, refer to the FNB sponsorship case study and provide sport-related examples linked to the most common social networks to support each of the five activities that can be achieved.

[25]

SECTION B [50]

SECTION C: ANSWER ALL OF THE QUESTIONS

QUESTION 5

Events are often costly exercises, so event management must be managed like a business. In line with this, unpack the profile of an event manager by answering the below questions. Provide sport-related examples to support your answers.

5.1 Discuss **FIVE (5)** competencies of an event manager. (10)

5.2 Explain what the event manager should be knowledgeable about. (10)

5.3 Discuss the importance of risk management in event management and provide **FIVE (5)** areas of risk management to be considered when analysing events. (10)

SECTION C [30]

GRAND TOTAL [100]

END