



PROGRAM : NATIONAL DIPLOMA
*PUBLIC RELATIONS AND COMMUNICATION
MANAGEMENT*

SUBJECT : **PUBLIC RELATIONS II**

CODE : **PRL2BB2 | SKW22B2**

DATE : SSA EXAMINATION
JANUARY 2019

DURATION : 2 HOURS

WEIGHT : 50:50

TOTAL MARKS : 100

EXAMINER : MRS CM AZIONYA Sanso Number

MODERATOR : DR E LUBINGA File Number

NUMBER OF PAGES : 4 PAGES AND NO ANNEXURES

INSTRUCTIONS : QUESTION PAPERS MUST BE HANDED IN.

REQUIREMENTS : DIFFERENT COLOURED ANSWER SHEETS FOR
SECTION A AND B.

INSTRUCTIONS TO CANDIDATES:

ANSWERS THAT ARE NOT NUMBERED WILL NOT BE MARKED.
PLEASE READ BOTH QUESTIONS CAREFULLY.
ANSWER ONE QUESTION FROM EACH SECTION

TIGER BRANDS CASE STUDY

CAPE TOWN - Tiger Brands says that by the time its Enterprise products are back on the shelves, it will be safe for consumption, saying that it is doing everything it can to manage the listeria outbreak.

The company released a statement this week saying that independent laboratory tests confirmed the deadly listeria strain in a sample of ready to eat processed meat products, saying that it is enormously disappointed with this development.

Almost 200 people have died from the outbreak which was found at the Enterprise food factory in Polokwane. Tiger Brands' Nevashnee Naicker says that they are leaving no stone unturned when it comes to food safety.

"We need to build quite a lot of trust with our consumers and with the South African public in general. I think one of the assurances we can provide is that our facilities still remain closed and we have been working very close with local and international listeria experts to really get to the bottom of this listeria detection in our Polokwane facility."

Meanwhile lawyer Richard Spoor, who is pursuing class action lawsuits against Tiger Brands and Enterprise, says that the test results confirming the presence of the deadly listeria strain in its products strengthens his clients' case. Lawyers representing some listeriosis victims say they are waiting for a notice to be published this week to allow for their class-action lawsuit against Tiger Brands to go ahead.

Health Minister Aaron Motsoaledi last week announced that there's no longer a listeriosis outbreak in the country. Over a thousand cases of the disease were reported last year with over 200 fatalities. An Enterprise Foods factory in Limpopo was identified as the source of the outbreak. Subsequently, Tiger Brands has closed three of its facilities. Richard Spoor Attorneys' Thamsanqa Malusi says: "We'll only get a court date once we've finalised this process on the notice which. We need the Department of Health's buy-in for that.

"We're in process of making contact with them and we're hoping that we can make a meeting with the minister." The retail giant's reputation has been shattered after it was found to be the source of the listeriosis bacteria in March this year. As Enterprise Foods battles to win the trust of consumers again, Tiger Brands says it highly doubts that it will ever know the origin of the listeria bacteria at its facilities.

The retail giant's reputation has been shattered after it was found to be the source of the listeriosis bacteria in March this year. Health Minister Aaron Motsoaledi announced this week that South Africa is no longer facing a listeriosis outbreak, declaring cold meats safe to eat. Tiger Brand's Mary Jane Morifi says that they have enlisted the services of local and international experts in a bid to find how the listeria bacteria ended up at its facilities, but these efforts have not been successful.

"They conducted tests at the factories, internal and external environment and on the water that came in." She says they have decided to focus on the rehabilitation of their factories.

Morifi says if they have not identified the origin of the bacteria at this stage, they doubt they will ever know where it came from.

<https://ewn.co.za/2018/09/10/lawyers-representing-listeriosis-victims-want-dept-s-buy-in-to-sue-tiger-brands>

SECTION A – ANSWER ONE QUESTION FROM SECTION A

QUESTION 1

Based on the case study, discuss four areas that should be covered in a brand audit for Tiger Brands. Use elements from the case study, and slides to support your argument.

(50 marks)

OR

QUESTION 2

Using the case study, discuss how research and insight generation can be used effectively in a brand audit for Tiger Brands.

(50 marks)

SUBTOTAL 50 MARKS

SECTION B – ANSWER ONE QUESTION FROM SECTION B

QUESTION 3

Discuss how the listeriosis outbreak has affected Tiger brand's employer brand and employee brand.

(50 marks)

OR

QUESTION 4

Discuss the trust dimension in the employee contract and its link to employee engagement

(50 marks)

SUBTOTAL 50 MARKS

TOTAL (100 MARKS)

