



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: PRLEXY2 Public Relations
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: 21 November 2019

<u>DATE</u>	: 21 Nov 2019	<u>SESSION</u>	: 12:30-14:30
<u>ASSESSOR(S)</u>	: DR K MADLELA		
<u>MODERATOR</u>	: DR N LEVY		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 4 PAGES

INSTRUCTIONS:

1. This paper is divided into Section A and Section B. Answer ALL THE QUESTIONS in Section A and any TWO (2) questions in Section B.
2. Number your answers clearly. Answers that are not numbered will not be marked.
3. Take note of mark allocation and use it as a guide for the length of your answer.
4. Use proper essay format (no bullet points) and academic language (no shortened forms).

SECTION A: COMPULSORY

QUESTION 1

1.1 You are the public relations practitioner for a Pretoria-based private charter flight company. Following the news about your company's charter aircraft that hit a factory and crashed near Wonderboom Airport, north of Pretoria injuring 20 people, explain how you would deal with the media? (10)

1.2 List and discuss FIVE (5) points that you will take into consideration when planning for this crisis. (15)

1.3 Discuss FIVE (5) things that you will avoid doing during the crisis. (15)

[40]

SECTION A: TOTAL 40

SECTION B: ANSWER ANY TWO (2) QUESTIONS OF YOUR CHOICE

Use the case study below to answer question 2 and question 3.

R50k for dinner with Barack Obama

Dinner with former US president Barack Obama doesn't come cheap. Just ask the people who attended a gala dinner after his Mandela lecture on Tuesday... because they forked out R50 000 for the privilege.

Celebs dropped as much as R50 000 to dine with former US president Barack Obama and other dignitaries following Tuesday's Mandela lecture. The gala dinner was themed "night of a hundred words" and held in Nasrec, Johannesburg. Joining Obama as the headline VVIP guests were President Cyril Ramaphosa, Mandela's widow Graca Machel, former president Kgalema Motlanthe, and human rights lawyer and friend of Mandela, George Bizos.

After Obama reminded South Africans that “yes, we can” at the annual Mandela lecture, he addressed a more elite room at the gala dinner. It was no ordinary dinner, considering that a ‘cheap seat’ set guests back between R15 000 and R30 000.

The event was sponsored by Absa and the Nelson Mandela Foundation, with proceeds going towards funding the work of the foundation.

The gala, like the lecture, is an annual event meant to thank those involved and celebrate the lecture – Tuesday’s edition of which was delivered by Obama at the Wanderers Stadium to some 15 000 people.

Last night’s guests got a performance by Micasa’s J’Something, Lira, Judith Sephuma, Amanda Black and Vusi Mahlasela. They performed a rendition of Johnny Clegg’s anti-apartheid song 'Asimbonanga'.

Source: <https://www.timeslive.co.za/news/south-africa/2018-07-18-r50000-for-dinner-with-barack-obama/>

QUESTION 2

2.1 In relation to the case study above, define sponsorship and list its essential elements. (5)

2.2 Discuss FIVE (5) possible reasons for organisations such as Absa and the Nelson Mandela Foundation to sponsor an event like a gala dinner with Obama. (10)

2.3 Discuss the FIVE (5) characteristics of a sponsorship. (15)

[30]

AND/OR

QUESTION 3

3.1 As the events manager for the Nelson Mandela Foundation, discuss the FIVE (5) steps/stages or phases involved in the events management process. (15)

3.2 List and discuss FIVE (5) possible reasons for an organisation such as the Nelson Mandela Foundation to have an event. (15)

[30]

AND/OR

QUESTION 4

4.1 Explain what is meant by systems thinking. (5)

4.2 Differentiate between an open and a closed system. Give examples to support your answer. (10)

4.3 Explain possible reasons for systems failure and success. (15)

[30]

SECTION B: TOTAL 60

GRAND TOTAL: 100
