



<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>	: 8 January 2020

<u>DATE</u>	: 8 Jan 2020	<u>SESSION</u>	: 11:30-13:30
<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 Define a sponsorship and list its essential elements. (10)
- 1.2 Discuss FIVE (5) possible reasons for an organisation to enter into a sponsorship. (15)
- 1.3 Discuss the FIVE (5) characteristics of a sponsorship. (15)

[40]

SECTION A: TOTAL 40

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

Read the case study and answer the questions below.

Protesters trash 6 H&M stores in South Africa after child's sweater ad seen as racist

Six H&M stores in South Africa were trashed by protesters from the Economic Freedom Fighters (EFF) party Saturday after the retailer removed an ad that sparked outrage on social media, reports eNCA.

H&M faced backlash from EFF this week for posting an ad on its website for a child's sweater that was seen as racist. The picture depicted a black child modelling a green sweater bearing the phrase "coolest monkey in the jungle." The EFF protesters targeted six H&M stores in the Gauteng province, where South Africa's economic hub of Johannesburg is located, tearing down shop displays and throwing clothes around, police said.

Following the negative reaction to the ad, the retailer issued a statement to USA Today apologizing to any who "may have been offended." "This image has now been removed from all H&M channels and we apologize to anyone this may have offended. The image has been removed from all online channels and the product will not be for sale in the United States. We believe in diversity and inclusion in all that we do and will be reviewing all our internal policies accordingly to avoid any future issues." the statement read.

“Our position is simple, we have got this wrong and we are deeply sorry,” H&M added in a post on its Facebook page.

However, according to spokesman Mbuyiseni Ndlozi, the EFF wasn’t prepared to make amends. “The time of apologies for racism are over; there must be consequences to anti-black racism, period!” Ndlozi wrote on Twitter, posting pictures of a vandalized H&M store and video footage of chanting EFF supporters.

Canadian musician, The Weeknd, cut ties with the Stockholm-based company amid the controversy, tweeting that he “woke up this morning shocked and embarrassed by this photo. I’m deeply offended and will not be working with H&M anymore.” The singer began his collaboration with H&M in 2017.

Source: https://globalnews.ca/news/3963346/protesters-trash-hm-africa-racist-sweater-ad/?utm_expid=.kz0UD5JkQOC6yMqxGqECg.0&utm_referrer=https%3A%2F%2Fglobalnews.ca%2Fnews%2F3963346%2Fprotesters-trash-hm-africa-racist-sweater-ad%2F

QUESTION 2

2.1 Define corporate image and give THREE (3) reasons why it is important for an organisation to have a good corporate image. (10)

2.2 In relation to the case study, discuss how the advertisement has impacted H&M’s corporate image and operations. In your answer include FIVE (5) factors affecting corporate image. (20)

[30]

AND/OR

QUESTION 3

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

3.2 Identify the type of system that H&M uses. Is it open or closed? Give reasons to support your answer. (10)

3.3 Explain possible reasons for systems failure in the case of H&M. (15)

[30]

AND/OR

QUESTION 4

4.1 Based on the case study, list and discuss the type of crisis that is H&M is experiencing and name and describe TWO (2) other types of crisis that a company may experience. (10)

4.3 Describe FOUR (4) key elements for effective crisis management and state THREE (3) things that a public relations practitioner should avoid doing during a crisis. (20)

[30]

SECTION B: TOTAL 60

GRAND TOTAL: 100