



<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APK
<b><u>MODULE</u></b>	: PRL1AA1
<b><u>SEMESTER</u></b>	: First
<b><u>EXAM</u></b>	: MAIN EXAM-

<b><u>DATE</u></b>	: June 2020	<b><u>SESSION</u></b>	: 08:00-10:00
<b><u>ASSESSOR(S)</u></b>	: Dr Neil Levy		
<b><u>MODERATOR</u></b>	: Clarissa Muir		
<b><u>DURATION</u></b>	: 2 HOURS	<b><u>MARKS</u></b>	: 100

---

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS in Section A and Two from Section B.
  2. Number your answers clearly
-

---

**QUESTION 1****SECTION A-COMPULSORY**

**Read the following paragraph and answer the questions that follow:**

**Peter Moyo denies breakdown in trust with Old Mutual**

DINEO FAKU, 7 OCTOBER 2019, 09:10AM

JOHANNESBURG – Peter Moyo, Old Mutual’s under-fire chief executive, has once again denied that there is complete destruction in the relationship of trust between himself and the JSE-listed company.

In his replying affidavit to Old Mutual’s contempt of court application filed at the South Gauteng High Court on Tuesday, Moyo said that Old Mutual cannot merely assert a breakdown in trust and confidence.

“It must prove a breakdown in trust and confidence. More importantly, a court of law has decided that the alleged breakdown is not complete or irretrievable. That decision whether it is correct or not stands as we speak,” Moyo said in the court documents.

Moyo has also sued Old Mutual and its directors for contempt of court after refusing to let him resume his duties.

“If Old Mutual is unable to establish facts, which would objectively entitle it to conclude that there has been a breakdown in trust and confidence, it is illegal and unlawful to simply terminate my employment relationship,” said Moyo.

Moyo was suspended from the board in May for a breakdown in trust and confidence.

He was fired in June, and again in August in an open letter to shareholders in which the company said it was clearly in the best interests of the company and its stakeholders that the employment relationship with Moyo should come to an end.

Moyo last week sued Old Mutual and its directors for R250 million after the group refused to let him resume his duties, despite the South Gauteng High Court ruling that he should be reinstated.

---

## **SECTION A-COMPULSORY**

### **QUESTION 1**

In view of the importance of trust in public relations assume you have been asked to give a guest lecture to first year students at The University of Johannesburg. In your lecture you are required to explain the following:

1. Explain public relations in your own words and how public relations practitioners can use the research function in their daily tasks to overcome the challenges outlined in the case study. **(15)**
  2. How can a public relations practitioner use research to aid good business relationships with customers by building trust and not breaking it down with key stakeholders? **(15)**
  3. Discuss two important criteria of a professional public relations practitioner. **(10)**
- [40]**
- 

## **SECTION B - ANSWER ANY 2 QUESTIONS**

### **QUESTION 2**

1. Why is media relations one of the most important functions of public relations practitioners and how can the media be used to build on going trust with consumers. **(10)**
  2. Discuss how public relations practitioner should engage with influential people to build continuous trust for their company's brands. **(10)**
  3. How can public relations practitioners ensure that they are successful in completing their tasks? **(10)**
- [30]**

**AND/OR**

---

### **QUESTION 3**

Public relations research predominantly focuses on three kinds of research, namely client or organisational research, opportunity or problem research and stakeholder or audience research. Answer the following questions relating to research below:

3.1. Explain the difference between the three kinds of research referred to in the above statement. (15)

3.2. Briefly compare qualitative and quantitative research methods for public relations. (5)

3.3. Explain how research can be used for planning, monitoring and evaluation. (10)

**[30]**

**AND/OR**

---

### **QUESTION 4**

The COVID-19 pandemic is spreading rapidly throughout the world and more than ever companies and individuals need to design public relations programs to build relationships between doctors and their patients, leaders and their countries and the global community as a whole.

In your own words and from your own experiences discuss how you as a public relations practitioner will address the challenges and how you as an individual would use your personal experiences to effectively build and/or maintain relationships with people.

**[30]**

---

**Total: 100**