



<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>	:SUPPLEMENTARY EXAM-

<b><u>DATE</u></b>	: TBA	<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

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NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS in Section A and two from Section B.
  2. Number your answers clearly
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**QUESTION 1****QUESTION 1**

Read through the following and then based on your understanding of public relations, answer the following questions:

**Trends, challenges and opportunities in the PR profession**

## **This experience is terrifying, says SA graduate trapped in epicentre of coronavirus outbreak**

2020-02-09 07:01

Jenna Etheridge

**news24**  
Breaking News. First



One of the first Chinese doctors who tried to warn the world about a new coronavirus has died. (Screen grab, Reuters). A South African in China, who graduated last month, is supposed to be back home, but instead finds himself trapped in the epicentre of the coronavirus outbreak. Kamohelo Taole from Bloemfontein has been in China for six years, four of which he spent in Wuhan as an international economics and trade student at the Hubei University of Technology.

"We recently graduated in January, and we were supposed to be home already, but we can't as the transport system is shut down," Taole told News24 on Friday.

"No one can enter or exit Wuhan at this moment, including the Chinese. The only way to leave this place is with the help of government authorities, by making plans with the government of Wuhan." However despite the outbreak of this disease South Africa still continues to allow visitors to China but not allowing its citizens to return. This may effect the public relations between China and South Africa.

**Source: News 24**

### **Section A-Compulsory**

**In view of the above case study answer the following 2 (two) questions:**

#### **QUESTION 1**

1. Provide a definition of public relations that contains its key features. (5)
2. Briefly explain the importance of PR to an organisation. (5)

**[10]**

**AND**

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#### **QUESTION 2**

Assume you are working as an assistant public relations practitioner for the University of Johannesburg and have been tasked to assist in the scenario highlighted by the case study. Identify **(6)** functions of a professional PRP (Public Relations Practitioner) to deal with current challenges UJ faces with the Corona virus and their communication with the students as their stakeholders.

**[30]**

**TOTAL [40]**

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**Section B-Instructions to students:**

**Answer two (2) out of three (3) possible questions**

**QUESTION 3**

You are the PR practitioner for UJ and research is key to the design and execution of a successful PR plan. With that in mind, answer the following questions.

Research is key to design and execution of a successful public relations plan. Answer the following questions relating to research:

3.1 How can research be used for planning, monitoring and evaluation of the challenges highlighted by the case study? **(10)**

3.2 Identify and define five research methods that public relations practitioners can use. **(10)**

3.3 Identify and describe the key components in the research process with relevance to the case study. **(10)**

**[30]**

**AND/OR**

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**QUESTION 4**

Marketers and public relations practitioners have a lot in common. Both deal with organisational relationships and employ similar techniques and strategies. Answer the following questions regarding public relations and marketing:

4.1 Identify and discuss the six prime facets of marketing that the public relations practitioner should consider. **(20)**

4.2 Discuss in brief why an integrated approach is now one of the most valuable tools companies can use to gain competitive advantage. **(10)**

**[30]**

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### **QUESTION 5**

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 how you as an individual would use your personal experiences to effectively build and/or maintain relationships with people.

**[30]**

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**Total 100**

