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| <u>FACULTY</u> | : Humanities |
| <u>DEPARTMENT</u> | : Strategic Communication |
| <u>CAMPUS</u> | : APB |
| <u>MODULE</u> | : MED2BB2 Media 2B |
| <u>SEMESTER</u> | : Second |
| <u>EXAM</u> | : 02 November 2020 |

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|-------------------------|-------------------|-----------------------|-------|
| <u>DATE</u> | : 2 November 2020 | <u>SESSION</u> | 12:30 |
| <u>ASSESSORS</u> | : PROF E LUBINGA | | |
| <u>MODERATOR</u> | : DR M PRITCHARD | | |
| <u>DURATION</u> | : 48 HOURS | <u>MARKS</u> | : 100 |

NUMBER OF PAGES: 7 PAGES

INSTRUCTIONS:

1. Answer all the questions
2. Number your answers clearly.
3. Bulleted answers will not be marked.
4. In your discussions, do not repeat any of the statements which form part of the questions.
5. You have 48 hours to prepare for, answer and complete this exam from 2 November 2020 (12:30am) till 4 November 2020 (12:30am). All submissions, except with prior arrangement (before the exam starts) will be done via BlackBoard in **Word document format.**

6. Please note that this is a summative assessment (examination). Copying and pasting of class notes will result into poor performance (as it is plagiarism). The assessment examines your understanding of the content learned, and not your ability to repeat class content.
7. You may conduct additional research about the issues covered in the case study, but must use the case study as the primary source. From your additional research, you may use **one** other related source of information in your discussion, you have to provide a source.
8. All submissions must include an assignment cover page with your student details included.
9. The exam link will be shared via a blackboard announcement on 02 November 2020 at the start time of the exam session/period.
10. You may not email lecturers or tutors about the exam questions in an attempt to solicit assistance, nor may you collaborate with other students regarding your exam.
11. Note that individual originality of responses will be considered during marking.
12. Be aware that similarity reports (Turnitin) will be used to check the originality of your answers, and your answers against those of other students.
13. You have more than 48 hours to answer and submit the exam until 04 November 2020, after which the link will not be accessible. No excuses will be accepted outside of prior arrangements made before the exam starts.

HONESTY PLEDGE

This is a compulsory question that needs to be answered before continuing with the remainder of the assessment.

- I agree to be honest when answering questions during this assessment.
- I will not copy and paste content from the internet, or the lecturer's slides, or from handouts, or textbooks or anywhere else and present this as if it is my own work.
- I understand what plagiarism entails. All the work I submit for assessment is my own work or work created by the students in the mini-agency.
- To make sure that you understand the importance of plagiarism, please watch this helpful video: <https://www.youtube.com/watch?v=reGGPUrEsC0>.
- I hereby pledge that I have read and will abide by all UJ's rules and policies for all my assessments, whether submitted via Blackboard or via email or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this

regard.

By submitting your exam project to be evaluated you agree with above statements.

SECTION A – READ THE SHORT SCENARIO BELOW AND ANSWER QUESTIONS 1 and 2

Help NPO provide emergency vehicle for women to escape domestic abuse, violence

Cape Town - Lavender Hill non-profit organisation Philisa Abafazi Bethu Women's Centre is appealing to the public to assist in buying an emergency response vehicle to help women unable to get away from domestic abuse and violence, and take them to a place of safety. The organisation, which provides safety and support to women and children and food relief on the Cape Flats and informal settlements, receives many calls for assistance, often cases of domestic abuse where prompt response and action is needed to save lives. The organisation's founder, Lucinda Evans, said they have difficulty reaching these women, because often there is no emergency vehicle available. The need for a vehicle became even more dire after an incident of intimate partner violence in Lotus River on Wednesday. Sascha-Lee Ruiters witnessed it from her home around 4.20pm on Waterford Avenue. Ruiters said she heard a woman screaming in front of her home and when she went to see what was going on, saw a man hitting and dragging the woman. The man left after several neighbours came out and told him to leave, but reappeared, prompting Ruiters to call 10111. "When I got off the phone (in all of two minutes) he had dragged her in front of our house and was kicking her, beating her, trying to stab her with the metal rod he had, and about 20 neighbours now came flooding out to chase him and he fled," said Ruiters. Standing away from the crowd, the man threatened to kill her, she said. To assist, contact Evans at 073 424 4665.

Source: <https://www.iol.co.za/capeargus/news/help-npo-provide-emergency-vehicle-for-women-to-escape-domestic-abuse-violence-a1041182-f838-4012-aeae-e0b6492ff38c>

QUESTION 1

[40 marks]

You are the public relations practitioner for the non-profit organisation Philisa Abafazi Bethu Women's Centre. You have noticed the need for a mobile marketing strategy and need to write a convincing proposal to the organisation's founder, Lucinda Evans, in which you address the following issues:

- 1.1 Explain the importance of mobile marketing for the Philisa Abafazi Bethu Women's Centre.
- 1.2 In your own words, write a definition for mobile marketing that is specifically applicable to the needs of the Philisa Abafazi Bethu Women's Centre. Unpack this definition with examples.

- 1.3 In your proposal for a mobile marketing strategy, explain the technologies associated with mobile devices that can be used by the Philisa Abafazi Bethu Women's Centre. Recommend TWO (2) specific technologies that will be suitable for the organisation and explain how each of these can be used. Make sure that you provide detailed examples.
- 1.4 As part of your proposal, write the ONE (1) specific and measurable objective for a mobile marketing strategy that focuses on engaging the audience of the Philisa Abafazi Bethu Women's Centre. Refer to the case study.
- 1.5 Considering the objective of the strategy and the technologies identified earlier, describe the audience that needs to be engaged for the Philisa Abafazi Bethu Women's Centre?
- 1.6 In your proposal, describe in detail the most suitable e-marketing activities that the Philisa Abafazi Bethu Women's Centre can use to engage their audience. Refer to e-marketing activities relevant to mobile marketing.

AND

QUESTION 2 (refer to Philisa Abafazi Bethu Women's Centre story above)
[20 marks]

- 2.1 Select ONE (1) traditional medium and ONE (1) social media platform, which would be most suitable for the Philisa Abafazi Bethu Women's Centre to use, in order to achieve its fundraising goal. Your response should take into consideration the location of the NPO and access to the target audience, as you motivate for your choice. (10 marks)
- 2.2 Describe the advantages and disadvantages for the media choices you have made in 2.1 above for use by the Philisa Abafazi Bethu Women's Centre. Strongly motivate for your answer. (10 marks)

AND

QUESTION 3

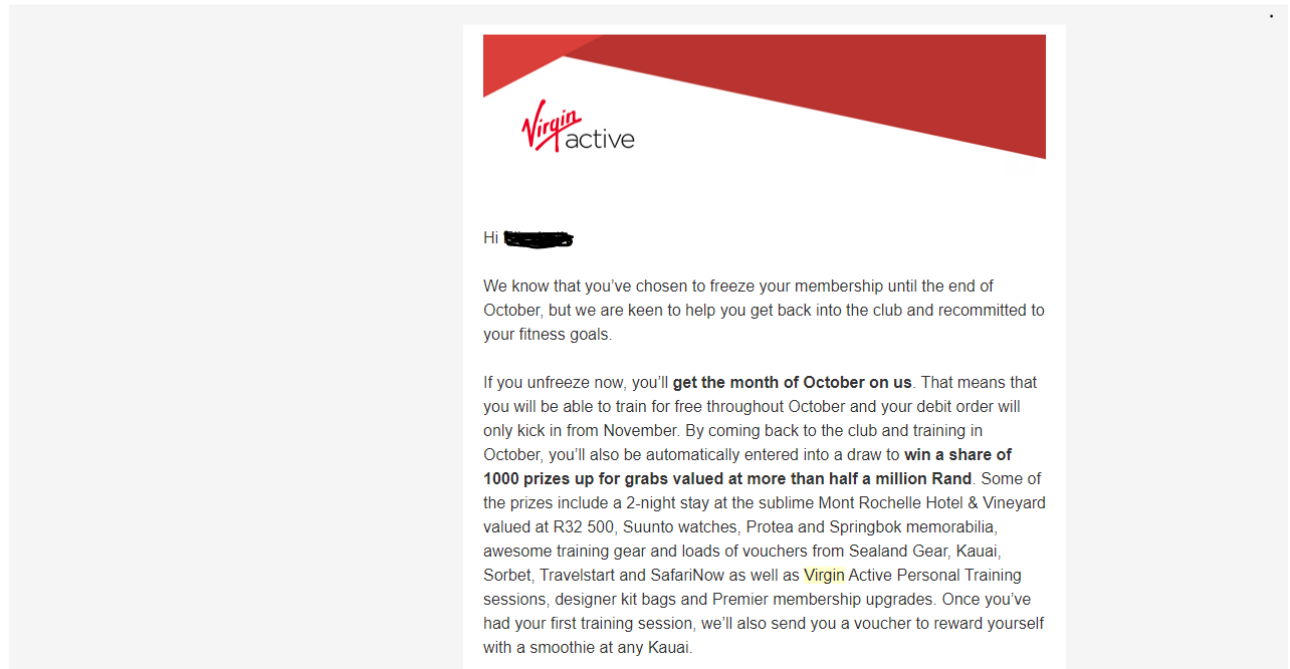
[20 marks]

To answer question 3, refer to the email from Virgin Active below

Unfreeze and get October on us ➤ [Inbox x](#)

Virgin Active <noreply@virginactive.co.za> [Unsubscribe](#)
to me ▾

Oct 1, 2020, 6



Viral marketing is suitable to generate conversations about a brand such as the abovementioned email sent by Virgin Active, a chain of health clubs in South Africa. Discuss the following:

3.1 Supposing you were an e-marketing consultant for Virgin Active, recommend the most suitable elements of a viral strategy that the brand can use. Motive your answer by identifying TWO (2) elements which Virgin is using in the communication above, then suggest ONE (1) of your own examples of how Virgin Active can use each element. (10 marks)

3.2 To generate more conversations about the brand, Virgin Active executed a controlled viral marketing campaign comprising emails, such as the one illustrated above. Explain how the effectiveness of the controlled viral campaign may be tracked by unpacking the different types of information that Virgin Active could analyse. Give your own, relevant examples of each.

Identify and explain the type of information that a controlled viral campaign needs to track, with examples related to the digital medium above to support your answer. (10 marks)

AND

QUESTION 4

[20 marks]

Social media marketing can mostly be used positively to benefit organisations. However, sometimes social media campaigns may be incorrectly interpreted by audiences and affect the reputation of organisations.

Explain how PR practitioners can use social media marketing to benefit organisations. Your explanation should provide ONE (1) recent 2020 example of how social media marketing has been used to benefit an organisation, and should include the strategy which was used. In addition, include ONE (1) recent 2020 example of how a social media marketing campaign was negatively interpreted by audiences based on their strategy. In your opinion, how should organisations avoid negative and potential harm of organisational reputation through social media marketing?

TOTAL: 100 MARKS