



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: PRLEXY2 Public Relations 2 Ext
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: SSA 20 January 2021

<u>DATE</u>	: 20 January 2021	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	: DR K MADLELA		
<u>MODERATOR</u>	: DR K SITTO		
<u>DURATION</u>	: 48 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 6 PAGES

ONLINE EXAM GUIDELINES:

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 agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, or the lecturer's slides, or

from handouts, or text books or anywhere else and present this as if it is my own work. To this end I understand what is plagiarism. All the work I submit for assessment is my own work.

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.

Do you agree?

Instructions

Please note that you can open to view/download the question. You can draft your answer offline, then log on again to upload. Please make sure that you submit your answer on time before the link closes.

1. Answer all questions in Section A, and any two questions from Section B.
2. Bulleted answers will not be marked. Write full sentences and include examples where relevant.
3. Make sure you clearly number your answers. Answers that are not numbered cannot be marked.
4. You have 48 hours to prepare, answer and complete this exam from 18 January (8am) until 20 January (8am). All submissions should be done via Blackboard in Word document format or PDF or on the text box provided in Blackboard.
5. Please note that this is an exam, thus copying and pasting of class notes, lecturer's slides or prescribed reading will result in poor performance (as it is plagiarism). We are examining your understanding of the content learned, not the regurgitation or repeating of prescribed readings, lecturer's slides or class notes.
6. All submissions must include a cover page with your student details included. Make sure you include your name, surname and student number.
7. The link will be active on Blackboard at the start time of the exam session/period.
8. You may not email lecturers about the exam questions to get assistance, nor may you collaborate with other students on your test/exam.
9. Be aware that similarity reports (SafeAssign) will be used to check the originality of your answers and your answers against those of other students. This means that you cannot copy and paste your answers from the internet or from other students. Make sure you familiarise yourself with the university's plagiarism policies.
10. Ensure that you have adequate data and a reliable Internet connection so that you make sure that you can successfully submit your exam on Blackboard. Apologies such as 'my internet dropped the connection' will not be accepted.

11. When uploading exams or completing assessments online, make sure that everything is completed and uploaded before closing your computer. Apologies such as ‘my document did not upload properly’ will not be valid. It is your responsibility to make double sure that the assessment is completed, and everything is completely uploaded for your test to be marked.
 12. Make sure you meet the deadline and build in enough extra time to complete the test on time. Build in extra hours in case something goes wrong, such as load shedding. Therefore, do not try to submit your exam at the last minute. Online submissions are programmed to close after the deadline, after which it may no longer be possible to complete your exam online.
 13. Always keep a back-up copy of all exams submitted, even uncompleted answers that you are working on. Use sites like Google Drive or One Drive to back up your completed exam in the cloud. This is to protect yourself from losing your work due to your computer getting stolen, breaking down or getting hacked. Losing documents for one or other reason is not a legitimate excuse for not completing assessments on time.
 14. 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 you have contravened these policies, you will be subject to disciplinary action in terms of UJ’s policies in this regard.
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SECTION A: COMPULSORY

QUESTION 1

1.1 List and discuss FIVE (5) reasons for a company to enter into sponsorship of an event. Use relevant examples to support your points. (20)

1.2 As a public relations manager, outline FIVE (5) guidelines that should be followed when sponsoring an event and how you will judge a successful sponsorship. (20)

[40]

SECTION A: TOTAL 40

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

QUESTION 2

2.1 List and discuss in detail FIVE (5) general guidelines that should be taken into consideration when planning an event. Make use of relevant examples to support your answer. (10)

2.2 State and explain FIVE (5) objectives that a company can achieve through organising an exhibition. Throughout your answer use relevant examples to support your answer. (10)

2.3 Name and discuss FIVE (5) important factors that should be taken into consideration when preparing for an exhibition. (10)

[30]

AND/OR

QUESTION 3

Read the case study and answer the questions below.

Former senior Eskom managers arrested on charges of fraud and corruption

South Africa's police arrested two senior ex-managers at the state electricity company and a number of other suspects over allegations of fraud, corruption and money laundering at the Kusile power plant. The detention of the Eskom Holdings SOC Ltd. officials are the first by judicial authorities carrying out President Cyril Ramaphosa's pledge to end corruption that's stalled growth in Africa's biggest economy. The debt-laden utility has turned to the government for bailouts to remain solvent as it confronts massive cost overruns at two partially completed plants — Kusile and Medupi — and its other ageing facilities struggle to produce enough power to meet demand.

The arrests were made earlier Thursday in three provinces by the Hawks' Serious Commercial Crime Investigation team, a special unit of the police, and the National Prosecuting Authority, the agencies said in a joint statement. The unidentified Eskom managers, two business managers and representatives of seven companies will appear in the Johannesburg Regional Court later today, they said. "Investigations began when suspicions were raised into the construction of two large projects at Medupi and Kusile power stations," Hawks spokesman Hangwani Mulaudzi said in the statement. "There was apparent gross manipulation of contractual agreements between contractors, Eskom employees and third parties at Kusile." The apprehended people are being investigated for alleged fraud, money laundering and corruption, according to the statement. Kusile, Eskom's newest facility, remains under construction after years of delays and cost overruns. The investigations found that contracts were manipulated by senior managers through Eskom's procurement

system, “descoping of the contract at Kusile without justification and with conflict of interest by Eskom employees,” the agencies said.

A contract for 745 million rand was approved in 2015 for the construction of two air-cooled condenser units at Kusile and “it’s alleged that the appointed companies, other related entities and individuals shared approximately 30 million rand amongst themselves,” they said.

Source - <https://businesstech.co.za/news/energy/362818/former-senior-eskom-managers-arrested-on-charges-of-fraud-and-corruption/>

3.1 Define and explain corporate image as well as corporate identity. (8)

3.2 Identify TWO (2) factors that can influence Eskom’s corporate image based on the case study above, then list and discuss FOUR (4) other factors that impact an organisation’s corporate image. Make use of relevant examples from the case study to support your answer. (12)

3.3 List and explain the THREE (3) benefits that Eskom would enjoy if the organisation had a positive corporate image. (10)

[30]

AND/OR

QUESTION 4

4.1 Explain what systems thinking is. (6)

4.2 How does the following principle apply to Eskom, “To understand the system, don’t focus on the system itself”? (6)

4.3 Identify and explain TWO (2) possible reasons for systems failure in the case of Eskom from the given case study above. Also state and discuss THREE (3) reasons that could lead to systems failure in an organisation in general. (18)

[30]

SECTION B: TOTAL 60

GRAND TOTAL: 100