



<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APB
<b><u>MODULE</u></b>	: PRL1AA1 PUBLIC RELATIONS 1A
<b><u>SEMESTER</u></b>	: First
<b><u>EXAM</u></b>	: 2021

<b><u>DATE</u></b>	: 2021	<b><u>SESSION</u></b>	: ONLINE
<b><u>ASSESSOR(S)</u></b>	: MS S MORAPELI		
<b><u>MODERATOR</u></b>	: DR N LEVY		
<b><u>DURATION</u></b>	: 24 HOURS	<b><u>MARKS</u></b>	: 100

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### **INSTRUCTIONS**

1. All questions in this paper are compulsory and must be answered.
2. Bulleted answers will not be marked.
3. In your discussions, do not repeat any of the statements which form part of the questions.
4. You have 24 hours to prepare, answer and complete this exam from 12 July 2021 (12am) till 13 July 2021 (12am). All submissions, except with prior arrangement will be done via BlackBoard in Word document format.
5. Please note that this is an exam, thus copying and pasting of class notes will result in poor performance (as it is plagiarism) as we are not examining your understanding of the content learned, not regurgitation.
6. All submissions must include an assignment cover page with your student details included.
7. The exam link will be shared via announcement on 12 July 2021 at the start

time of the exam session/period.

8. You may not email lecturers about the exam questions to solicit assistance, nor may you collaborate with other students on your exam.
  9. Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers, and your answers against those of other students.
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THIS IS A COMPULSORY QUESTION THAT NEEDS TO BE ANSWERED BEFORE CONTINUING WITH THE REMAINDER OF THE ASSESSMENT.

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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 plagiarism is. 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>

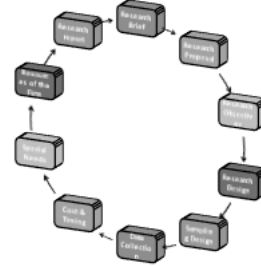
I hereby pledge that I have read and will abide by all UJ's rules and policies for all my assessments, whether submitted via Blackboard or via email or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, 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.

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### **QUESTION 1**

Leading up to the 2021 municipal elections, the ANC wants to enhance its reputation and boost its votes amongst South Africans. You are approached by the ANC to research the perception of the organisation amongst South African youth. In your own words write a research proposal following the steps given in your prescribed reading, detailing how you intend on conducting the research. In your discussion source correctly using the prescribed reading.

## The Research Process



### 1. Research brief

*It is drawn up by the client or management CLEARLY detailing the PR problem and is used by the researcher to draft the research proposal*

• Consists of:

- Background
- Objectives of the research
- Action standards
- Target market
- Timing
- Budget

### 9. Resources of the firm

*A representative given by the researcher of their experience in the market and the proposed individual responsible for the research project*

### 10. Research report

*It details the research process and the research results*

*Consists of:*

- *Introductory section – research problem; research goals & research objectives*
- *Methodology & data collection section*
- *Research results section*

## 7. Cost & timing

*The overall cost and timelines for the research project relating back to the brief, research proposal, research objectives etc.*

*Example:*

- Flow chart
- Timetable

## 8. Special need

*Any special needs required for the project*

*Examples:*

- Riot cover for field staff
- Emergency healthcare services

## 6. Data collection

*Methods to collect data that are influenced by urgency, cost, flexibility, response rate and research objective*

*Include:*

- Individual questionnaires
- Group questionnaires
- Postal questionnaires
- Telephone questionnaires
- Focus groups
- Individual interviews
- Thematic Content analysis
- Informal discussions
- Observations

Table 8.1: Research methods

Individual questionnaires	<ul style="list-style-type: none"><li>• Questionnaire is read to respondent and he or she answers it personally</li><li>• Suitable for limited investigations</li><li>• Takes time to complete and is therefore expensive</li></ul>
Group questionnaires	<ul style="list-style-type: none"><li>• Respondents meet in groups and complete questionnaire</li><li>• If group cooperates, one of the cheapest methods of collecting data</li></ul>
Postal questionnaires	<ul style="list-style-type: none"><li>• May be difficult to find suitable group representing target market</li><li>• Questionnaires are posted to group being investigated</li><li>• Large numbers can be canvassed</li><li>• Response usually poor, with fewer than 20% replies</li><li>• Postal costs can be prohibitive and survey can take a longer time before an acceptable response is achieved</li></ul>

#### 4. Research design

*Is it a qualitative or quantitative research design?*

- Consists of:  
Large vs small sample size

**\*\*refer to table describing difference between quanti. and quali.**

#### 5. Sampling design

*The selection of the population you aim to research to uncover the research results*

- Consists of:
- Sampling frame
  - Sampling technique
  - Sample size

#### 3. Research objectives

*Are drawn from the research problem and are what the researcher aims to achieve. The objectives have to be SMART - Specific, Measurable, Achievable, Realistic & Timeous*

**\*\*THE OBJECTIVES DETERMINE THE FOLLOWING STEPS OF THE RESEARCH PROCESS**



## 2. Research proposal

*It is drawn-up by the researcher based on the brief and acts as an agreement between client and researcher*

- Consists of:  
Background  
Problem definition

**RESEARCH BRIEF?  
RESEARCH PROPOSAL?**

