Summer Examinations 2015

MKT102515N

Module Title: Public Relations: Concepts and Contexts
Level: Four
Time Allowed: Two hours

Instructions to students:

- Enter your student number not your name on all answer books.
- Answer three questions: one compulsory from Section A and two questions from Section B.
- The marks for each question are indicated on the question paper.
- Students are permitted to take two sheets of A4 paper (four sides of notes) into the examination room. Notes can be handwritten or typed (not less than 12pt). All notes should be attached to the answer book at the end of the examination.
- The case study distributed prior to the examination is not permitted in the examination room. A new copy will be provided.

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Section A

Answer the compulsory question.

Question 1

What are your overall reactions and comments to Marks & Spencer’s PR efforts to make its mark on making a valuable contribution to CSR (Corporate Social Responsibility)?

By applying your knowledge of PR Concepts, how important do you think this initiative is for the organisation future success?

(50 marks)

End of Section A
Section B follows overleaf
Section B

Answer two out of three questions.

Question 2

What do you understand the term ‘reputation’ to mean in the context of the case study?

How does the partnership with Oxfam contribute to the importance of image and identity for Marks & Spencer?  

(25 marks)

Question 3

Using the facts and data from the case study analyse and appraise the key PR Strategies employed by Marks & Spencer to suggest the changing importance of the way in which companies are seen to engage in communications with both its customers and also its other stakeholders.

(25 marks)

Question 4

The Look Behind the Label promotion was conceived to ensure Marks & Spencer was seen to be successfully moving forward as a company.

Do you think it was well conceived in consideration of PR Concepts & Contexts?

Give reasons for your judgements.

Would you have included anything extra in the plan or disagree with anything that was part of the plan?

(25 marks)