Summer Examinations 2015

MKT201215N

Module Title  Public Relations Management and Practice
Level Five
Time Allowed Two Hours

Instructions to students:

- Enter your student number **not** your name on all answer books.
- Answer **four** questions: **one** compulsory from **Section A** and **three** questions from **Section B**.
- All questions are equally weighted.
- Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.

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Section A

Answer the compulsory question

Question 1

There are a number of identified new issues in Public Relations that have gathered momentum in the last few years.

These include:
- the feminisation of society
- the decline of the mass media
- the need for lifelong learning
- the public’s demand for organisational transparency

Task:

Select one of these issues and write a short paper from the standpoint of what a Public Relations person should know about this issue and how it may affect working in Public Relations.

(25 marks)
Section B

Answer **three** out of **five** questions

**Question 2**

Procter & Gamble has an ethical dilemma?

Two influential groups have called for a boycott of Crest toothpaste & Tide detergent. The boycott was called because the company posted a statement on its intranet telling employees that it opposes a proposed new law in the state of Ohio, USA, which would preclude protecting gays and lesbians from discrimination.

The leaders of the two groups Focus on the Family & American Family Association contend that Procter & Gamble is implicitly supporting same-sex marriage.

**Task:**

Should the company stand by its decision?

Or should it retract its statement and avoid being boycotted?

Justify your views and decisions as a PR Consultant to the company.

*(25 marks)*

**Question 3**

Universal Discount Stores (UDC) is a big manufacturer of discount goods and is one of the largest employers in the city of Lanchester. At 6000 employees it is one of the largest employers of its kind. The company is very traditional and has been in its present location for over 50 year’s. Despite this record management now recognises that the company doesn't have a strong identity and lacks visibility in the community.

The Director of PR has been asked to prepare a new Public Relations plan for the coming new financial year. The first requirement is to do some pilot research to determine exactly what their image is in the community.

**Task:**

Draw up a plan of action to research the image the company has in the community.

Based on this research how would you use the results to construct a campaign of action to remedy any findings in the research?

Pay particular attention to what kinds of information you would need and why this information is sought and required.

*(25 marks)*
Question 4

Extensive information campaigns are being mounted throughout the world to inform people of the dangers of ‘AIDS’. Information specialists must utilise a variety of communication strategies and tactics to create public awareness and change individual behaviour patterns. At the same time the communication process is very complex because a number of variables must be considered.

Task:

How would you apply the various communication concepts and theories to informing people about ‘AIDS’ in a PR Publicity Promotion?

(25 marks)

Question 5

You are the PR Officer for Redpool F.C. playing in the Champions League Football Tournament for season 2014-2015. One day in the changing room you overhear a conversation between two of the team’s star players, indicating that they had deliberately missed converting two of the penalties so as to guarantee score predictions to a local betting syndicate. They had been rewarded with some expensive gifts and had been promised further cash incentives to continue cheating in future rounds of the tournament. If you keep the information secret you know the team will reap rich rewards from sponsors and the prize for winning matches. If you report the information the club will suffer huge embarrassment and financial penalty with the possibility of elimination from the tournament. You will also be ostracised by the community for blowing the whistle.

Task:

Develop a Crisis Communications strategy for dealing with the situation.

What issues arise and what ethical considerations should be taken into account?

(25 marks)
Question 6

Starbucks commitment to FAIRTRADE

For many people the name Starbucks is synonymous with coffee. Starbucks prides itself on building ties with the community. In 2000 FAIRTRADE became a part of that commitment as Starbucks began its commitment to buying and selling FAIRTRADE. Starbucks identified early on the potential of FAIRTRADE as a social concern and changed its behaviour to reflect that concern.

Task:

How would you set out to project this policy of CSR (Corporate Social Responsibility)?

What campaigns and strategies do you think the company should embark on and if starting from afresh in 2010 what would you recommend for the company?

Illustrate your plans with PR initiatives.

(25 marks)