

Pearson LCCI

Additional sample assessment material for first teaching January 2019

Time: 3 hours

Paper Reference **ASE20205**

Certificate in Public Relations and Media Relations Level 3

Please check the examination details above before entering your candidate information

Candidate name

Centre Code

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

Candidate Number

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

Candidate ID Number

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

Total Marks

You do not need any other materials.

| |
|--|
| |
|--|

Instructions

- Use **black** ink or ball-point pen
 - pencil can only be used for graphs, charts, diagrams, etc.
- **Fill in the boxes** at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Answer **all** questions.
- Answer the questions in the spaces provided
 - there may be more space than you need.

Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets
 - use this as a guide as to how much time to spend on each question.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

S64035A

©2019 Pearson Education Ltd.

1/1




Pearson

Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which **one** of these would best describe the purpose of public relations? (1)

- A Building long-term relationships
- B Building short-term relationships
- C Preventing long-term relationships
- D Preventing short-term relationships

(b) Sponsoring an event is which type of public relations? (1)

- A Government relations
- B Community relations
- C Employee social responsibility
- D Corporate social responsibility

(c) Why would a celebrity use public relations? (1)

- A To recruit employers
- B To manage finances
- C To design products
- D To gain publicity

(d) Which **one** of these is an example of broadcast media? (1)

- A Online newspaper
- B Desk phone
- C Television
- D Magazine

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(e) Why would a PR department conduct a situation analysis before a campaign?

(1)

- A To understand how people see the organisation in relation to a problem
- B To persuade people to have another view of an identified problem
- C To gain publicity for a key topic that needs to be assessed
- D To influence outcomes for previous marketing activities

(Total for Question 1 = 5 marks)

2 (a) State **two** functions of an in-house PR department.

(2)

1

2

(b) State **two** reasons for selecting external agencies for public relations services.

(2)

1

2

(c) Explain **one** reason why an organisation might use an in-house PR department.

(2)

.....

.....

.....

(Total for Question 2 = 6 marks)



3 (a) State **two** common channels for employee communications.

(2)

1

.....

2

.....

(b) What is meant by 'media training'?

(2)

.....

.....

.....

(c) Explain how brand advocates help to improve public relations.

(2)

.....

.....

.....

(Total for Question 3 = 6 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



4 Give **four** helpful behaviours to give a good impression when managing media relations.

1

.....

2

.....

3

.....

4

.....

(Total for Question 4 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



5 (a) Give **two** methods of monitoring campaign outcomes.

(2)

1

.....

2

.....

(b) Explain **two** reasons why organisations monitor campaign outcomes.

(4)

1

.....

.....

.....

2

.....

.....

.....

(Total for Question 5 = 6 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Use the information in Case Study 1 to answer questions 6(a) to 6(d).

6

Case Study 1

Chan60, a heart health charity, aims to provide free heart health checks using a monitoring device.

This year Chan60 wants to focus on a small village in a developing nation. It is estimated that 10,000 heart health checks will be required. This needs to be completed within three weeks. Most adults in the small village are overweight and unhealthy.

The village has no form of printed media and literacy levels are very low. Press releases and press conferences are not required in the area.

Local people often listen to a station named ANJ Radio using solar powered radios. ANJ Radio has just announced advertising space during its weekend show.

A new chain of coffee shops has recently opened. Each shop has a small television that local people often watch. The coffee shops have been very popular.

Chan60 needs to recruit 1,000 volunteers to help carry out the health checks for local residents. Full training for the recruits will be provided. There is an initial fixed PR and training budget of \$8,000.

You need to produce a suitable public relations campaign to help create maximum awareness of the heart health checks.

(a) Explain **two** planned PR campaigns that could support this objective.

(4)

1

.....

2

.....



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(b) Explain **one** way Chan60 can broadcast to the people in the village.

(2)

.....

.....

.....

(c) Explain **two** ethical issues that might apply to Chan60's campaign.

(4)

1

.....

2

.....

(d) Create a PR campaign plan for Chan60.

The campaign plan should include:

- situation analysis
- campaign objectives
- messages
- media
- schedule of activities
- evaluation/justification.

(12)

.....

.....

.....

.....

.....

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 6 = 22 marks)



Use the information in Case Study 2 to answer questions 7(a) to 7(d).

7

Case Study 2

| | |
|-----------------------------|--|
| Company name | CM60 Cricket |
| Company type | National cricket club with three shareholders Players must have three years' professional cricket experience Corporate sponsors support the cricket players The board of directors are investors and help finance the team |
| Company growth | CM60 has won every national and international tournament for the last two years CM60 players are pleased to support local schools and colleges through guest talks with students CM60 is about to receive two million dollars from a new sponsor called HealthyVita1951. The Managing Director is looking for you to prepare a press release quote |
| Company aims | To raise the profile of the sport of cricket To raise awareness of the recent winning performance of the team |
| Campaign objective | To raise awareness of CM60's success by creating a press release |
| Campaign instruction | CM60's Managing Director would welcome the preparation of a suitable press release quote |

(a) State **two** materials that could support a press release prepared for CM60.

(2)

1

2

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(b) Explain **two** ways CM60 could use social media analysis to monitor the above campaign.

(4)

1

2

(c) Explain **three** factors to consider when selecting different types of media to support CM60's campaign.

(6)

1

2

3



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Use the information in Case Study 3 to answer questions 8(a) to 8(e).

8

Case Study 3

| | |
|-------------------------------|--|
| Organisation name | CMClothes60 |
| Business type and size | Global clothes store Over 1,000 stores worldwide Over 10,000 staff worldwide Online presence with a B2C website |
| Business objectives | To increase customer numbers To open more stores in each country where it operates To launch a new children's clothing range |
| Current PR situation | Small PR team of five in-house staff No official social media sites or presence There have been long-standing requests from the media for CMClothes60 to launch children's clothing |
| Recent events | A few days before the children's clothing launch, the police were called to investigate one of the main factories used to manufacture the children's clothes. The police have found that it used children as workers. A full police investigation is currently ongoing as this is illegal Your PR team has been contacted non-stop for comment by the global media Your Fashion Director has resigned but nobody knows why |

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Campaign activities run so far

You have issued a press release about how CMClothes60 is extremely disappointed that child workers were found in one of its factories. You have made it clear that the factory is now shut and that you are helping the police with their investigation

It is against CMClothes60's policy to use any child workers and your press team has made this point clear only on the CMClothes60 website

Your PR team has asked Marketing Managers to speak with the media due to time constraints. The Marketing Managers have received no media training

The use of child workers was undertaken without the knowledge or consent of CMClothes60

A senior manager has refused to create any CMClothes60 social media sites. The senior manager believes that the sites will come under attack from angry customers and other stakeholders

A large social media group called Ban CMClothes60 has been set up and now has 10,000 members. It reports incorrectly that CMClothes60 uses child labour in all of its factories and even in its stores

An activist group called Against CMClothes60 has urged social media users to steal clothes from stores in protest. A growing number of reports show that the activists are using the crisis as an opportunity to commit crime



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(a) Describe **three** public relations challenges for CMClothes60's campaign.

(6)

1

.....

.....

2

.....

.....

3

.....

(b) Explain **two** methods you could use to monitor the newspaper media coverage for CMClothes60's campaign.

(4)

1

.....

.....

2

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(c) Explain **two** ways of analysing CMClothes60's website during this crisis.

(4)

1

.....

2

.....

(d) Give **four** key messages that the CMClothes60 spokesperson should say to the media.

(4)

1

.....

2

.....

3

.....

4

.....

.....

.....



