

Public Relations Level 2



International
Qualifications from EDI

Model Answers Series 3 2010 (2029)

Public Relations Level 2

Series 3 2010

How to use this booklet

Model Answers have been developed by EDI to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCI International Qualifications. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

EDI provides Model Answers to help candidates gain a general understanding of the standard required. The general standard of model answers is one that would achieve a Distinction grade. EDI accepts that candidates may offer other answers that could be equally valid.

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MODEL ANSWER TO QUESTION 1
S.T. 7.3 Writing a News Release

NEWS FROM THE LOCAL UNIVERSITY

NEWS RELEASE

NEW FUEL FOR CARS MADE FROM SEAWATER

Scientists at the Local University announced yesterday they have created a new fuel for motor cars from seawater. Seawater is mixed with a series of secret chemicals to produce the fuel. Initial tests have shown the new fuel to be as efficient as petrol. The fuel also has far less carbon emissions than fossil fuels.

At a press conference held yesterday at the university, Doctor Ray Jones, the head of the science department said "This new fuel will revolutionise motoring. It will be a lot cheaper than petrol to produce and purchase."

Scientists at the university began work on this project over three years ago. The research was funded to the amount of \$4 million by the Department of the Environment.

It is expected that after further trials the fuel will be produced commercially and will be available to the motoring public by the end of January 2011.

ENDS

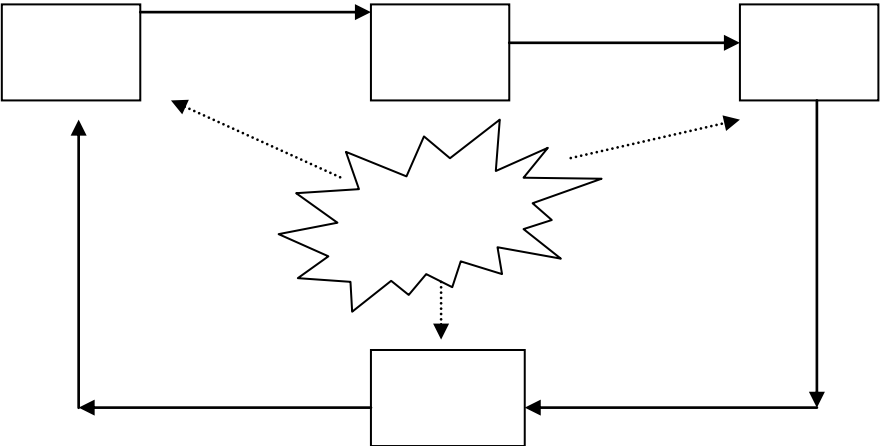
A. Candidate, Press Officer
Local University
0207 678 1234

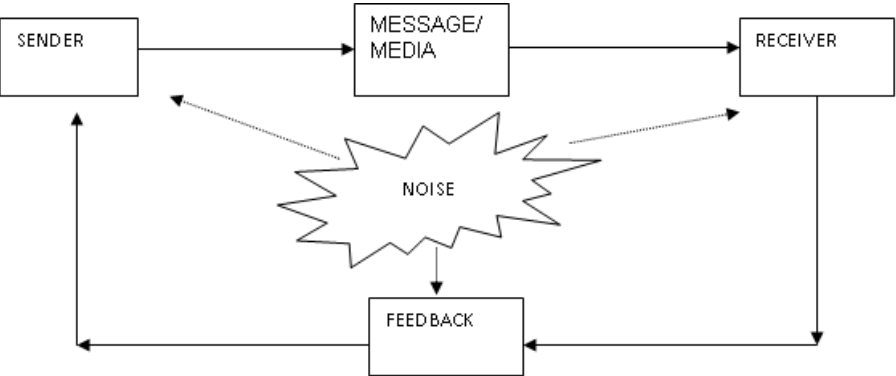
For further information please contact
Prof. Dr. Ray Jones
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After hours Tel: 01456 – 34321

Date xx November 2010
Ref: Local University 10/124

(Total 20 Marks)

QUESTION 2	Marks B/F	Examiner's use only
<p>(a) Give a suitable definition of Public Relations.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>(b) What is meant by propaganda?</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>3</p> <p>2</p>	
<p>MODEL ANSWER TO QUESTION 2 S.T. 1.1 Understanding Public Relations</p>		
<p>(a) Public Relations is the planned and sustained effort to create mutual understanding and communication between an organisation and all its publics.</p> <p style="text-align: right;">(3 marks)</p> <p>(b) Propaganda is the communicating of a particular belief or philosophy that appeals to the emotions of the listener. It is a forceful persuasive message aimed at converting the recipient to the communicators point of view. It often tries to exploit the listeners weaknesses or bigotry, it is persuasive in nature and frequently the truth is altered or even forgotten in order to convince or convert the recipient to the view of the communicator.</p> <p style="text-align: right;">(2 marks)</p>		
<p>QUESTION 3</p> <p>Complete the following diagram to show the communication process.</p> 	<p>5</p> <p>C/F</p>	

	Marks B/F	Examiner's use only
<p>MODEL ANSWER TO QUESTION 3 S.T. 2.2 The Communication Process</p>  <p style="text-align: right;">(5 marks)</p>		
<p>QUESTION 4</p> <p>(a) What is meant by a Code of Conduct?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>(b) Explain the main difference between slander and libel.</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p style="text-align: center;">3</p> <p style="text-align: center;">2</p>	
<p>MODEL ANSWER TO QUESTION 4 S.T. 3.1 & 3.2 Statutory Law & Voluntary Codes</p> <p>(a) Code of Conduct: These are a set of rules and guidelines prepared by the governing members of a professional body to control and regulate the behaviour of the members. Although they do not have any statutory powers that could be enforced by legal action, the breach of a professional code by a member could have very serious repercussions for their continued membership.</p> <p style="text-align: right;">(3 marks)</p> <p>(b) Slander and libel are both forms of defamation, however slander is when the defamation is spoken to a third party and libel is when the defamation is recorded in writing (or a recorded broadcast)</p> <p style="text-align: right;">(2 marks)</p>		
	C/F	

	Marks B/F	Examiner's use only
<p>MODEL ANSWER TO QUESTION 6 S.T. 6.1 Public Relations Campaign (preparation)</p>		
<p>Local community, chiefs and elders, local media (if any), any possible financial institutions, local/central government, children in the orphanage. (5 marks)</p>		
<p>QUESTION 7</p>		
<p>When arranging or conducting a meeting briefly explain what is meant by:</p>	3	
<p>(i) the agenda</p> <p>.....</p> <p>.....</p> <p>.....</p>		
<p>(ii) the minutes of a meeting</p> <p>.....</p> <p>.....</p> <p>.....</p>	2	
<p>MODEL ANSWER TO QUESTION 7</p>		
<p>S.T. 13.2 Organising & Managing Effective Meetings</p>		
<p>(i) An agenda: This is a document that is prepared before a meeting and lists all the items to be discussed and lays out the format of the meeting. It is usually distributed to all meeting participants in advance of the meeting (3 marks)</p>		
<p>(ii) The minutes of a meeting : These are a written record of what was said (and by whom) during a meeting and also records what decisions or action statements were decided upon (2 marks)</p>		
<p>QUESTION 8</p>		
<p>Briefly explain what is meant by desk-top publishing.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	5	
	C/F	

	Marks B/F	Examiner's use only
<p>MODEL ANSWER TO QUESTION 8 S.T. 11.1 Technology and IT</p> <p>Desk-top publishing is a software program that allows many types of publications to be compiled, prepared, and proofed ready for final printing. It is ideal for leaflets, posters, house journals etc, all of which can be prepared in-house ready for printing</p> <p style="text-align: right;">(5 marks)</p>		
<p>QUESTION 9</p> <p>(a) What is meant by primary research?</p> <p>..... </p> <p>(b) Explain what is meant by secondary research.</p> <p>..... </p>	<p>2</p> <p>3</p>	
<p>MODEL ANSWER TO QUESTION 9 S.T. 10.1 Methods of Research</p> <p>(a) Primary research (or field research) is when research has to be carried out to find out the information required. It involves researchers interviewing people, observing people or carrying out experiments to collect new data.</p> <p style="text-align: right;">(2 marks)</p> <p>(b) Secondary research (or desk research) refers to seeking to gather information or data that already exists in some format. This may be from newspapers, magazines, text or reference books, government publications or previous research already carried out and completed.</p> <p style="text-align: right;">(3 marks)</p>		
<p>QUESTION 10</p> <p>(a) Give three differences between a consumer exhibition and a trade exhibition.</p> <p>..... </p> <p>(b) Give two reasons why an organisation might attend an exhibition.</p> <p>..... </p>	<p>3</p> <p>2</p>	
	C/F	

	Marks B/F	Examiner's use only
<p>MODEL ANSWER TO QUESTION 10 S.T. 8.1 Exhibitions</p> <p>(a) A consumer exhibition is open to members of the public, a trade exhibition is for the trade only. A consumer exhibition can cover many different products and services, a trade exhibition will focus on one specific industry or service. Admission to a consumer exhibition might be free or pay on the door, a trade exhibition is usually by invitation only or on proof of genuine trade association. (3 marks)</p> <p>(b) Any two answers from:</p> <ul style="list-style-type: none"> ▪ maintain market presence ▪ support dealers or sales agents ▪ increase public awareness ▪ product testing ▪ generate sales leads ▪ improve press relations ▪ improve or promote corporate image ▪ attract recruits/employees/dealers ▪ encourage customer feed back ▪ demonstrate product usage, features or benefits ▪ competitive intelligence gathering. <p>(2 marks)</p>		
<p>QUESTION 11</p> <p>Briefly explain what is meant by media evaluation.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	5	
<p>MODEL ANSWER TO QUESTION 11 S.T. 7.4 Media Relations</p> <p>Media Evaluation. In evaluating the media the practitioner needs to consider the media coverage both geographical and readership, what is the target audience, the frequency of publication, lead times or deadlines. They will need to consider the target audience profile with the media profile and although public relations is free coverage there will still be costs involved in getting the news to the media. (5 marks)</p>		
	C/F	

QUESTION 12	Marks B/F	Examiner's use only
<p>Give five possible differences that may exist between the communication structure of a developed and a developing nation.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>MODEL ANSWER TO QUESTION 12 S.T. 4.1 International Public Relations</p> <p>Answers from:</p> <ul style="list-style-type: none"> ▪ number of television ownership ▪ TV channels available ▪ radio ownership ▪ radio stations ▪ access to print media ▪ number of papers/magazines available ▪ quality (physical) of print media ▪ censorship of the media ▪ number of languages/dialects ▪ levels of literacy <p style="text-align: right;">(5 marks)</p>	5	
<p>QUESTION 13</p> <p>Complete the following words used in a macro environmental analysis tool.</p> <p>P</p> <p>L</p> <p>E</p> <p>T</p> <p>S</p> <p>MODEL ANSWER TO QUESTION 13 S.T. 2.3 Operating Environment for Public Relations</p> <p>P = Political L = Legal E = Economic (or educational/environmental – green) T = Technological S = Social/cultural</p> <p style="text-align: right;">(5 marks)</p>	5	
	C/F	

QUESTION 14	Marks B/F	Examiner's use only
<p>(a) Explain the term a stringer.</p> <p>.....</p> <p>.....</p> <p>.....</p>	2	
<p>(b) What is meant by the term a news-agency?</p> <p>.....</p> <p>.....</p> <p>.....</p>		
<p>MODEL ANSWER TO QUESTION 14</p>		
<p>S.T. 7.1 Understanding the Media</p>		
<p>(a) A stringer is a reporter or correspondent that might work on a local media publication or channel but frequently supplies news to the national media. This may be at the request of the editor of the national media – or may simply be submitted on speculation</p> <p style="text-align: right;">(2 marks)</p>	3	
<p>(b) A news-agency is an organisation that collects news stories from around the world from either its own staff, free lance reporters or stringers and then sells these news items to other media who publish/report them. THEY DO NOT publish the news items themselves.</p> <p style="text-align: right;">(3 marks)</p>		
<p>QUESTION 15</p>		
<p>Give five elements of a facility visit.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	5	
<p>MODEL ANSWER TO QUESTION 15</p>		
<p>S.T. 7.2 Media Events</p>		
<ul style="list-style-type: none"> ▪ it is for the media only ▪ it is prepared well in advance ▪ invitations are issued ▪ hospitality and possibly accommodation is provided ▪ transport is provided ▪ chance for the media “to see for themselves” what the organisation does/how it does it <p style="text-align: right;">(5 marks)</p>	5	
<p style="text-align: right;">C/F</p>		

QUESTION 16	Marks B/F	Examiner's use only
(a) How might a Public Relations officer use video-conferencing?	2	
(b) What is meant by closed circuit television?	3	
MODEL ANSWER TO QUESTION 16 S.T. 11.2 Technology & IT		
(a) Video conferencing is a means of communicating in both sound and vision over great distances. It can be used in Public Relations for holding conferences, meetings, presentations and demonstrations <div style="text-align: right;">(2 marks)</div>		
(b) Closed circuit television is a similar means of communicating in sound and vision – but its reach is confined to the building it is in. It can work two ways with many cameras reporting back to one monitoring station or vice versa with one camera sending signals to many monitors. Can be used for addressing large numbers of people who could not be accommodated in one single room. <div style="text-align: right;">(3 marks)</div>		
QUESTION 17		
(a) What is a corporate brochure?	2	
(b) Give three items of information that will be in a corporate brochure.	3	
	C/F	

	Marks B/F	Examiner's use only
<p>MODEL ANSWER TO QUESTION 17 S.T. 12.1 Public Relations own Media</p> <p>(a) A corporate brochure is a high quality, glossy publication produced by an organisation to promote the company, its products, philosophies, objectives etc. It is usually available to clients and members of the public (on request) (2 marks)</p> <p>(b) Items that WILL BE in a corporate brochure:</p> <ul style="list-style-type: none"> ▪ statement from chairperson ▪ small extract of the financial accounts ▪ recent company achievements ▪ company's mission statement ▪ selected products ▪ key personnel (3 marks)		
	C/F	

ROUGH NOTES

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