



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF OFFICE MANAGEMENT AND TECHNOLOGY	
QUALIFICATION CODE: 07BOMT	LEVEL: 7
COURSE CODE: PRL311S	COURSE NAME: PUBLIC RELATIONS 1A
SESSION: JUNE 2019	PAPER: THE ONLY PAPER
DURATION: 3 HOURS	MARKS: 100

FIRST-OPPORTUNITY EXAMINATION	
EXAMINERS	MS EMILY M. BROWN
MODERATOR:	DR AUDRIN MATHE

INSTRUCTIONS
<ol style="list-style-type: none">1. READ questions carefully.2. Questions 1 and 2 provide you with a choice. Answer either A or B under questions 1 and 2.3. Good luck!

THIS QUESTION PAPER CONSISTS OF 1 PAGE (excluding this front page).

PUBLIC RELATIONS 1A (PRL311S)
First-Opportunity Examination: June 2019

QUESTION 1

[20]

A. The origin of the development of Public Relations (PR) has been ascribed largely to the United States of America (USA). Describe the **development of Public Relations in the USA** and compare it to the **history of Public Relations in Namibia**.

OR

B.

[20]

Various theorists have defined Public Relations especially in terms of its role, in order to facilitate understanding of the PR profession. Illustrate your understanding of what PR is by describing **four** such **definitions** and support your answer by discussing the **characteristics of Public Relations**.

QUESTION 2

[20]

A. Both **corporate-** and **consulting Public Relations** are practised in Namibia. Compare the **advantages of Corporate PR** with the **advantages of Consulting PR** and indicate which of the two would be more beneficial to the Namibian business organisation.

OR

B.

[20]

Newsom, et al (2016) have defined **Informal Research** as "research conducted without generally agreed-upon rules and procedures that would enable someone else to replicate (repeat) the same study". Identify and describe the **techniques** used in **informal research** and how such techniques facilitate the discovery of new and relevant information for the business organisation.

QUESTION 3

[20]

Bearing in mind the **development of Public Relations**, discuss the following and make reference to relevant examples to support your answer:

- 3.1 The **impact of technology** on Public Relations strategy and tactics (12); and
- 3.2 Kinds of Records (8)

QUESTION 4

[20]

Both Public Relations- and marketing professionals see the need for the establishment of organisational relationships. With this statement in mind, identify and describe the **six main facets of marketing**, and refer to relevant examples to support your answer.

QUESTION 5

[20]

Public Relations is directly linked to **Selling**. Assess the **role of Public Relations in Selling** and make reference to relevant examples to support your answer.

TOTAL: {100}