



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMPUTING AND INFORMATICS**

**DEPARTMENT OF JOURNALISM AND MEDIA TECHNOLOGY**

<b>QUALIFICATION : BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY</b>	
<b>QUALIFICATION CODE: 07BJMT</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: PRT721S</b>	<b>COURSE NAME: PUBLIC RELATIONS:THEORY AND PRACTICE</b>
<b>DATE: November 2022</b>	<b>SESSION: 1</b>
<b>DURATION: Two (2) hours</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Dr Chudey Pride Ms Morna Ikosa
<b>MODERATOR:</b>	Ms Dene Herselman

<b>INSTRUCTIONS</b>
1). Answer TWO (2) Questions in ALL (NOTE: Answer ANY TWO Questions of your choice)
2). DURATION: TWO (2) HOURS
3). You are required to make effective use of Public Relations terms in your answers



Questions:

**Answer TWO (2) Questions in ALL (NOTE: Answer ANY TWO Questions of your choice)**

- 1). List and discuss **five (5) Tools of Public Relations** using a good **Namibian example for each** of the Tools (50 Marks).
  
- 2). Outline and discuss **five (5) principles** needful for Public Relations professionalism (50 Marks)
  
- 3). Identify and explain **five (5) Typologies of Public Relations**, and indicate in which environment(s) each or a combination of the typologies can be utilized with meaningful **example for each** of the **Typologies** (50 Marks).
  
- 4). Discuss **TEN (10) Attributes of Effective Public Relations professionals** and indicate how each of these attributes will apply to/assist you for good job or position in Public Relations (50 Marks).

**TOTAL: 100 MARKS (WEIGHT: 40 PER CENT)**

**END OF EXAM**



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P/Eng USBD  
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2022-10-25

*M. J. Williams*

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