



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF SPORTS MARKETING	
QUALIFICATION CODE: 07BOSM	LEVEL: 7
COURSE CODE: MPR711S	COURSE NAME: MEDIA AND PUBLIC RELATIONS
SESSION: JUNE 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
EXAMINER(S)	MR. MAXWELL CHUFAMA
MODERATOR:	MR. PETER HAIFIKU

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper comprises FIVE (5) questions2. Answer ANY FOUR (4) questions.3. Read all the questions carefully before answering.4. Marks for each question are indicated at the end of each question5. Write clearly and neatly.6. Number the answers clearly.7. Start each question on a new page.

THIS FIRST OPPORTUNITY EXAMINATION CONSISTS OF 2 PAGES (Including this front page)

Question 1 (25 marks)

- 1.1 Describe public opinion and its implication to public relations practice. (10 marks)
- 1.2 Explain what a PR spin is. Discuss a PR spin's implications to both public relations practice and the society. (15 marks)

Question 2 (25 marks)

Giving practical examples, discuss the role of media and public relations in the government. (25 marks)

Question 3 (25 marks)

With the support of examples, describe the following media and public relations functions;

- 3.1 Counselling (5 marks)
- 3.2 Media relations (5 marks)
- 3.3 Community relations (5 marks)
- 3.4 Consumer relations (5 marks)
- 3.5 Government affairs (5 marks)

Question 4 (25 marks)

- 4.1 Explain what is 'dark public relations' (5 marks)
- 4.2 Provide common techniques used by organizations or entities on 'dark public relations' in;
- (a) The private sector (10 marks)
 - (b) Politics (10 marks)

Question 5 (25 marks)

- 5.1 Using Professor John Marston's four step model, describe the public relations process. (12 marks)
- 5.2 As an expert in media and public relations, provide your own definition of media policy and explain any **four (4)** components that a media policy should can contain. (13 marks)

END OF FIRST OPPORTUNITY EXAMINATION

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DEPARTMENT OF FINANCE
AND LOGISTICS