



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY NAME: HUMAN SCIENCES
DEPARTMENT NAME: COMMUNICATION**

QUALIFICATION: BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY & BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BJMT; 07BACO	LEVEL: 7
COURSE: PUBLIC RELATIONS THEORY AND PRACTICE	COURSE CODE: PRT721S
SESSION: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY/ SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINERS	Ms E. Brown; Dr N. Mpofu; Dr H. Mapudzi
MODERATOR	Ms D. Herselman

INSTRUCTIONS
<ol style="list-style-type: none">1. Read questions carefully.2. Answer ALL questions.3. Write clearly and neatly.4. Number the answers clearly.

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

QUESTION 1**[20 marks]**

'Public Relations' is often referred to as the profession that safeguards reputation. Identify and explain the basic **Principles of Public Relations** (make reference to relevant examples to support your answer).

QUESTION 2**[20 marks]**

Certain events and developments in society have impacted significantly on the development of Public Relations. In this view, discuss how technology has positively and negatively impacted on the Public Relations practice.

QUESTION 3**[20 marks]**

Public Relations practitioners are more effective when undertaking projects that are informed by research. Using relevant examples, distinguish between the characteristics of the quantitative and qualitative research methods. In your answer, highlight the main advantages and disadvantages of each method

QUESTION 4**[20 marks]**

The nature of the work of Public Relations practitioners often overlaps with that of marketing, advertising and journalism professionals. Using relevant examples highlight how PR differs from the following:

- a) Marketing
- b) Advertising
- c) Journalism

QUESTION 5**[20 marks]**

The Head of Communications at the Directorate of Elections (DoE) has noted that the number of voters in 2019 has decreased considerably. This is a major concern for the political leadership.

As the Public Relations Manager of the DoE, you have been instructed to start preparing a campaign for the next election.

- a) Define a campaign and describe its characteristics (5 marks)
- b) Using relevant examples, explain the important elements of a successful campaign/ programme plan (15 marks)

END OF EXAMINATION