



**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 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. MAXWELL CHUFAMA
MODERATOR:	MR. NDEULIPUWA HAMUTUMWA

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering.3. This paper comprises of two sections, namely; Section A and B.4. Marks for each question are indicated at the end of each question5. Write clearly and neatly.6. Number the answers clearly.7. For Section A, use the provided tables on page (4) to indicate the correct answers, detach the answer sheet and insert it in the examination booklet.

THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)

Section A: Matching Questions & True/ False Questions

Question 1 – Matching Questions:

Match the following statements with the correct term on the letters of the alphabet. Indicate your answer on the answer sheet provided on page four (4). Write your names, student number, detach the answer sheet and insert in your examination booklet.

(2 x 10 = 20 marks)

1.1	The fundamental public relation skill with written vehicles from news releases to speeches, from brochures to advertisement.	A	Publicity
1.2	Dealing with the press and various message channels is another front line public relations function	B	Marketing communications
1.3	The marketing related function, most commonly misunderstood as the only function of public relations, generating positive publicity for a client or employer	C	Community relations
1.4	Creating brochures, sales literature, meeting displays and promotion	D	Media relations
1.5	Positively putting forth the organization’s messages and image within the community	E	Writing
1.6	Interfacing with consumers through written and verbal communication	F	Government affairs
1.7	Communicating with all important internal publics of the organization	G	Investor relations
1.8	Dealing with legislators, regulators and local , state and federal officials	H	Special publics relations
1.9	Communicating with stockholders and those who advise them	I	Consumer relations
1.10	Dealing with those publics critical to particular organizations, e.g. from African American to women to Asians	J	Employee relations

Question 2 – True/ False Questions:

Mark with an X to indicate your answer on the answer sheet provided on page four (4). Write your names, student number, detach the answer sheet and insert in your examination booklet.

(2 x 10 = 20 marks)

Statement
2.1 Manipulation is an attempt to influence a person’s actions through an appeal to his/ her understanding
2.2 With persuasion the audience does not require to know the message but they are coerced or tricked when there is little or no benefit to them
2.3 Propaganda is the manipulation of symbols to transmit accepted attitudes and skills, it describes political application of publicity and advertising
2.4 Lobbying entails the exertion of influence, smooth and measured pressure on other, exercise of persuasion cum-pressure, in essence a group putting its points of view forward in an attempt to win the other groups’ support

2.5 Public relations deals more with informing and educating rather than simply motivating someone to buy
2.6 Lack of control (of message) by source is a public relations strength
2.7 Management does not need to know what the public thinks about an organization and its practices
2.8 Public relations professionals are really the organization's interpreter
2.9 Management and employees are part of the organization's internal publics
2.10 Customer relationship management encompass strategies used to learn more about customers' needs and behaviors in order to develop stronger relationships with them

Section B: Descriptive Questions

Question 3

- 3.1 Define the term stakeholder. (2)
- 3.2 Describe public opinion and its implication to public relations practice. (6)
- 3.3 Explain what a PR spin is. Discuss a PR spin's implications to both public relations practice and society. (12)

Question 4

Analyze the skills and knowledge that can be associated with public relations practitioners. (20)

Question 5

'In this age of a shift from traditional to digital media, public relations professionals must understand how to use both; and cut through both the traditional and online clutter with arguments that are persuasive, believable and actionable'

Discuss five (5) channels that can be used for mass communication in public relations. (20)

END OF FIRST OPPORTUNITY EXAMINATION

Answer sheet for Section A;

Surname: Forename(s):

Student number:

Question 1

Question Number	Answer
1.1	
1.2	
1.3	
1.4	
1.5	
1.6	
1.7	
1.8	
1.9	
1.10	

Question 2

Question Number	True	False
2.1		
2.2		
2.3		
2.4		
2.5		
2.6		
2.7		
2.8		
2.9		
2.10		