



**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: PRL312S	COURSE NAME: PUBLIC RELATIONS 1B
SESSION: JANUARY 2020	PAPER: THE ONLY PAPER
DURATION: 3 HOURS	MARKS: 100

SUPPLEMENTARY/SECOND-OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER:	MS EMILY M. BROWN
MODERATOR:	MS DENE HERSELMAN

INSTRUCTIONS	
<ol style="list-style-type: none">1. READ questions carefully.2. Answer FIVE questions only.3. Questions 1 and 2 provide you with a choice. Answer either A or B under questions 1 and 2.4. Number the answers correctly.5. Good luck!	

THIS QUESTION PAPER IS COMPRISED OF TWO PAGES, INCLUDING THE COVER PAGE.

PUBLIC RELATIONS 1B (PRL312S)
Supplementary Examination: January 2020

QUESTION 1

[20]

- A. The **Planning of business Correspondence** requires careful consideration. Identify and discuss the components to be considered when **planning the business letter**, and refer to relevant examples to support your answer.

OR

B.

[20]

Public Relations practitioners know that during **promotional activities**, there is added value for the consumer. With this in mind, discuss the following and make reference to relevant examples to support your answer:

- (i) **Ultimate Objectives** in terms of Promotional Activities (6)
- (ii) **Effective Promotion** (14)

QUESTION 2

[20]

- A. The organisational ability of Public Relations practitioners is tested during the **planning of conferences**. Discuss the **guidelines for planning a successful conference/seminar** and refer to relevant examples to support your answer.

OR

B.

[20]

An **Open Day** holds much opportunity for the organisation and its publics. Discuss **why Open Days are held** and **what should happen at an Open Day**.

QUESTION 3

[20]

Sponsorships are of benefit not only to the organisation and its publics, but the nation-at-large. Discuss the **essential elements in defining 'sponsorships'** as well as the **characteristics of sponsorships**.

QUESTION 4

[20]

Exhibitions, Shows and Fairs have secured a prominent place in the events calendar of Namibia. Identify and discuss **why cost factors must be considered**, and the **problems that could arise during or after the Show**.

QUESTION 5

[20]

The **design of the Annual Report** forms an essential part of a publication that is perceived as being a significant publicity tool. Discuss the **design requirements of Annual Reports** and refer to relevant examples to support your answer.