



**PAMIBIA 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 2019	PAPER: 1 OF 1
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINERS	DR. N. MPOFU; DR. H. MAPUDZI
MODERATOR	Ms. DENE HERSELMAN

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

INSTRUCTIONS

1. Answer **all Questions**.
2. Write clearly and neatly.
3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.

Question 1

Your company is seeking to hire a public relations officer (PRO) and you have been tasked with managing the process of hiring. Draft a job advert for the PRO post that will be placed in the newspaper. **(25 marks)**

Question 2

As a Public Relations officer you have observed how new media is increasingly being integrated in public relations activities. What reasons will you in advance in compelling management to provide funds for adopting new media for your PR activities? (Your answer must provide both positive and negative aspects of using new media for PR activities). **(25 marks)**

Question 3

Define crisis management and discuss important stages in dealing with a crisis **(20 marks)**. What are the consequences of using 'no comment' as an approach to managing crisis? **(5marks)** **(25 marks)**

Question 4

Explain the concept 'law of contract' and using examples, discuss five (5) types of contracts in Public Relations **(13 marks)**. Briefly explain the elements of a consent release. **(12 marks)** **(25 marks)**