



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HUMAN SCIENCES**

**DEPARTMENT OF COMMUNICATION**

<b>QUALIFICATION:</b> BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY <b>AND</b> BACHELOR OF COMMUNICATION	
<b>QUALIFICATION CODE:</b> 07BJMT AND 07BACO	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> PRT721S	<b>COURSE NAME:</b> PUBLIC RELATIONS THEORY AND PRACTICE
<b>SESSION:</b> NOVEMBER 2019	<b>PAPER:</b> THE ONLY PAPER
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST-OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER:</b>	MS EMILY M. BROWN
<b>MODERATOR:</b>	MS DENE HERSELMAN

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. READ questions carefully.</li><li>2. Answer <b>FIVE</b> questions only.</li><li>3. Questions 1 and 2 provide you with a choice. Answer <b>either A or B</b> under questions 1 and 2.</li><li>4. Number the answers correctly.</li><li>5. Good luck!</li></ol>

THIS QUESTION PAPER CONSISTS OF 2 PAGES, INCLUDING THE COVER PAGE.

**QUESTION 1****[20 marks]**

In order to understand what Public Relations (PR) seeks to achieve in business and society, we need to understand the four classical models of Public Relations (Grunig & Hunt, 1984). Using relevant examples to support your answer, identify and discuss these models.

**QUESTION 2****[ 20 marks]**

The management of your organisation has tasked you as the PR officer, to design a campaign to raise awareness on the prevalence of Hepatitis E in Windhoek. Discuss how you would use the RACE or RPIE formula to develop the campaign and describe the important stages towards building a successful campaign.

**QUESTION 3****[20 marks]**

The need for the adoption of the new media is becoming imperative for any organisation. As the PR Officer of your organisation, write a motivation to the management, convincing them as to why they should provide funds for adopting the new media for your PR activities. In your discussion, indicate both the positive and negative aspects of using new media for PR activities

**QUESTIONS 4****[20 marks]**

“The way a crisis is handled determines the outcome, both in the case of public opinion and in terms of the organizations credibility” (Newsom et al, 2010). In your own understanding,

- a) Define crisis management and explain the aim of a crisis management plan [4 marks]
- b) Using relevant examples, identify and explain four (4) PR strategies for crisis management [12 marks]
- c) Explain four (4) tactics you may use to respond to different media when there is a crisis [4 marks]

**QUESTION 5****[20 marks]**

Using relevant examples, discuss the following theories of Public Relations:

- a) Social exchange theory
- b) Agenda setting theory
- c) Situational theory
- d) Uses and gratifications theory

**QUESTION 6****[20 marks]**

You are the PR manager of NUST and you have been asked to conduct research on the different publics' perceptions about the organisation. Identify at least three different publics and explain which methods you can use for your research. Explain why you have selected those specific methods and describe the advantages and disadvantages of the methods.

**QUESTION 7****[20 marks]**

Many definitions have been provided to enhance our understanding of the concept of Public Relations. Identify and discuss four (4) definitions and, using relevant examples, discuss the characteristics of Public Relations

**END OF EXAMINATION**