



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**Faculty: Human Sciences  
Department: Communication**

<b>QUALIFICATION: BACHELOR OF OFFICE MANAGEMENT AND TECHNOLOGY</b>	
<b>QUALIFICATION CODE: 07BOMT</b>	<b>LEVEL: 7</b>
<b>COURSE: PUBLIC RELATIONS 1B</b>	<b>COURSE CODE: PRL312S</b>
<b>SESSION: JANUARY 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>SUPPLEMENTARY EXAMINATION QUESTION PAPER</b>	
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<b>MODERATOR</b>	MS DENE HERSELMAN

This examination question paper consists of **1** page.  
(Excluding this front page)

#### **INSTRUCTIONS**

1. Read all questions carefully.
2. The first two questions provide you with a choice. Answer **only A or B** under questions **1 and 2**.

Good luck!

#### **PERMISSIBLE MATERIALS**

1. Examination paper.
2. Examination script.

PUBLIC RELATIONS 1B (PRL312S)

SUPPLEMENTARY EXAMINATION: JANUARY 2019

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QUESTION 1

- A. Since elements such as immediate feedback and most non-verbal cues are absent from a medium such as the letter, the writer should at all times bear the receiver of the letter in mind. Assess what the **Planning of Business Correspondence** should entail and make reference to relevant examples to support your answer. [20]

OR

- B. **Annual Reports** have come to be known as an organisation's most important publicity tool. Evaluate the significance of **design requirements** for Annual Reports, and make reference to relevant examples to support your answer. [20]

QUESTION 2

- A. **Sponsorships** serve as an important Public Relations tool and strategy on the part of the corporate citizen or business organisation. Demonstrate why this is so by discussing the **essential elements in defining sponsorships** (4), the **difference between 'sponsorship' and 'donation'** (4), and the **characteristics of Sponsorships** (12). [20]

OR

- B. **Video Conferences** are considered a viable alternative to travelling to international conferences at great cost. Assess whether this is indeed the case by discussing the benefits of **videoconferences as well as useful tips for videoconferencing**. [20]

QUESTION 3

**Seminars and Conferences** are still seen as an important vehicle in Public Relations to bring together the various stakeholders of an organisation. Discuss the **Guidelines for Planning a Successful Conference or Seminar**, and refer to relevant examples to support your answer. [20]

QUESTION 4

Through **corporate social responsibility** business organisations have the opportunity of investing into the communities in which they operate. Discuss the **areas addressed through Corporate Social Responsibility programmes**, as well as assess how **corporate social responsibility should be defined**. [20]

QUESTION 5

**Crises in organisations** require strategic action. Assess what **planning for a crisis should entail**. [20]

TOTAL {100}