



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

SECOND 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 theories with the correct description 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	Media theory	A	The media often does not have a direct effect on subjects and decision making, it is just one of the many influences
1.2	Hypodermic theory	B	The mass public gets information from tastemakers or opinion leaders
1.3	Two-step flow theory	C	The media shoots beliefs into peoples' minds
1.4	Limited-effects theory	D	The media has an effect on viewers and listeners
1.5	Moderate-effects theory	E	The more that a person is exposed to media, the more likely that person's construction of social reality will be more like that in the media and less like reality
1.6	Powerful-effects theory	F	People consume the media (absorb messages embedded within it) for a reason
1.7	Uses & Gratification theory	G	The media has the potential for a huge influence on the audience
1.8	Cultivation theory	H	The media is not all-powerful in its influence
1.9	M-A-O model	I	Effective communication is a two-way balanced effort to achieve mutual understanding
1.10	Two-way symmetric model	J	The use of motivation, ability and opportunity to lure a passive audience into action

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 Good or positive corporate reputation is a guarantee of business survival and success
2.2 Public opinion plays a vital role in both the political and public relations spheres
2.3 Public relations is just intuition or guessing, it does not require research or strategic planning
2.4 It is a good practice that during a crisis you avoid providing constant flow of transparent information or you can simply say 'no comment'

2.5 Public relations works by getting attention of the audience, stimulating interest, building a desire and directing the audience to take action
2.6 Audience perceptions about the sender/ source, message and the channel are not important in effective communication
2.7 Publics encompasses a group of similar individuals, or an assortment of persons having the same interests, problems, circumstances and goals
2.8 Public relations professionals need to have the capability to twist messages and statements of half-truths to create the appearance of performance which may not be true
2.9 Public relations practitioners need not to be ethical or professional, it is common sense that the field and type of work does not allow such
2.10 Government, media, consumer groups, suppliers constitutes the internal publics of a firm

Section B: Descriptive Questions

Question 3

'Public relations is a multi-billion dollar business practiced by 158,000 professionals in the U.S. alone. On the other hand, the annual income of PR consultancies in the U.K. is estimated at £300 million and the turnover of the industry is estimated at £1 billion. Public relations has grown rapidly across the globe – from the U.S. & Europe to China, Latin America to Africa.'

- 3.1 Describe the international perspective and diversity of public relations (8)
- 3.2 Differentiate the following;
- 3.2.1 Public relations professionals and journalists (4)
 - 3.2.2 Public relations and advertising (4)
 - 3.2.3 Public relations and marketing (4)

Question 4

- 4.1 Explain the value of media to a sports organizations of your choice. (10)
- 4.2 As an expert in media and public relations, explain five (5) components that a media policy should contain. (10)

Question 5

With the aid of examples, describe the following aspects of public relations;

- 5.1 Positive, storytelling side of public relations (4)
- 5.2 Negative, damage control side of public relations (4)
- 5.3 Negative or dark public relations (4)
- 5.4 Persuasion (4)
- 5.5 Manipulation (4)

END OF SECOND 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		