

**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

<b>QUALIFICATION:</b> BACHELOR OF SPORT MANAGEMENT	
<b>QUALIFICATION CODE:</b> 07BSMN	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> MPR711S	<b>COURSE NAME:</b> Media & Public Relations
<b>SESSION:</b> JUNE 2024	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	MR. PETER HAUFIKU (FT/ PT/ DI)
<b>MODERATOR:</b>	Mrs. T'NEIL YOUNG

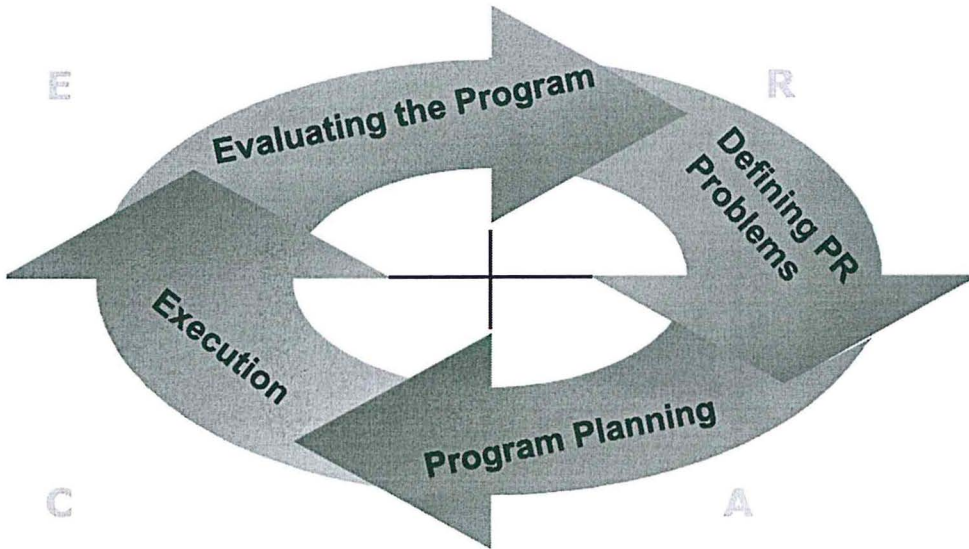
<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper comprises SIX <b>(6)</b> questions.</li><li>2. Answer <b>ALL SIX (6)</b> questions.</li><li>3. Read all the questions carefully before answering.</li><li>4. Marks for each question are indicated at the end of each question</li><li>5. Write clearly and neatly.</li><li>6. Number the answers clearly.</li></ol>

**THIS EXAMINATION PAPER CONSISTS OF 3 PAGES (Including this front page)**

**Question 1**

Discuss the image in detail.

**(12 Marks)**



**Question 2**

Discuss Sharpe's five principles.

**(10 Marks)**

**Question 3**

Compare the differences between Journalism and Public Relations.

**(16 Marks)**

**Question 4**

List, describe and give examples of the Basic Model of Communication.

**(12 Marks)**

**Question 5**

Define Corporate Social Responsibility (CSR) and discuss Carroll's Four-Part Definition of CSR.

**(20 Marks)**

### **Question 6**

Crisis Scenario: The Star Player Controversy

**(30 points)**

You are the public relations manager for a professional basketball team that has been embroiled in a controversy involving its star player. The player has been accused of making derogatory remarks about a minority community during a private conversation that was leaked to the media. The remarks have caused outrage among fans, sponsors, and community groups, leading to calls for the player's suspension and boycotts of team merchandise.

Your task is to develop a comprehensive crisis management plan to address this situation and mitigate its impact on the team's reputation and brand image. Your plan should include steps for immediate damage control, communication strategies for addressing stakeholders' concerns, and long-term measures to rebuild trust and restore the team's reputation.

**Total Points = 100**

**END OF FIRST EXAMINATION PAPER**