

**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

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

SECOND OPPORTUNITY EXAMINATION	
EXAMINER(S)	MR. PETER HAUFIKU (FT/ PT/ DI)
MODERATOR:	Mrs. T'Neil Young

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper comprises Ten (10) questions.2. Answer ALL TEN (10) questions.3. Read all the questions carefully before answering.4. Marks for each question are indicated at the end of each question5. Write clearly and neatly.6. Number the answers clearly.

THIS EXAMINATION PAPER CONSISTS OF 5 PAGES (Including this front page)

Question 1

Define Public Relations.

(3 Marks)

Question 2

Describe Marston's four step "RACE" Model.

(8 Marks)

Question 3

A public relations professionals must have the following nine skills.

(9 Mark)

Question 4

Discuss the difference between Advertising and Public Relations.

(10 Marks)

Question 5

How should a Public Relations Manager communicate during a crisis?

(6 Marks)

QUESTION 6

Discuss the four elements of Communication.

(8 Marks)

Question 7

Discuss the curse of "Spin".

(10 Marks)

Question 8

What are the seven C's of Communication?

(7 Marks)

Question 9

Discuss the five models of Public relations.

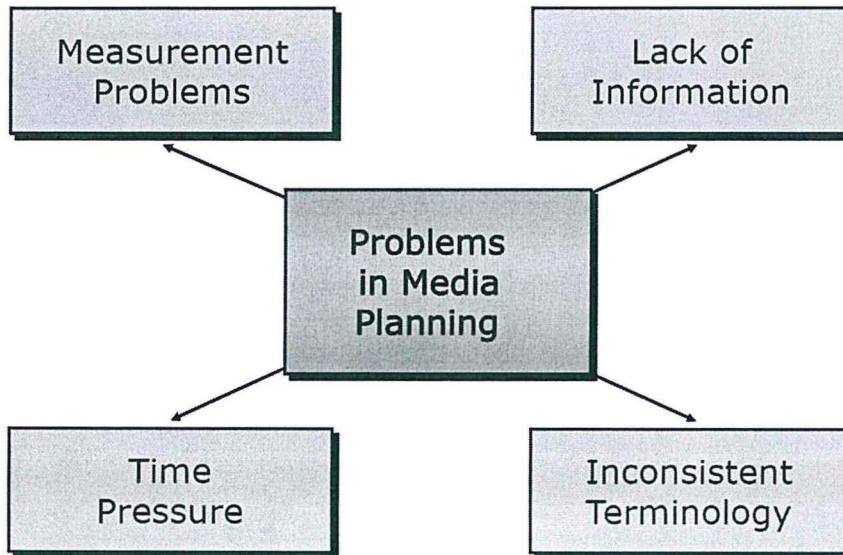
(15 Marks)

Question 10

Discuss the diagram below in details.

(24 Marks)

Media Planning Difficulties



Total Marks 100

END OF EXAMINATION