

**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 2025	<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

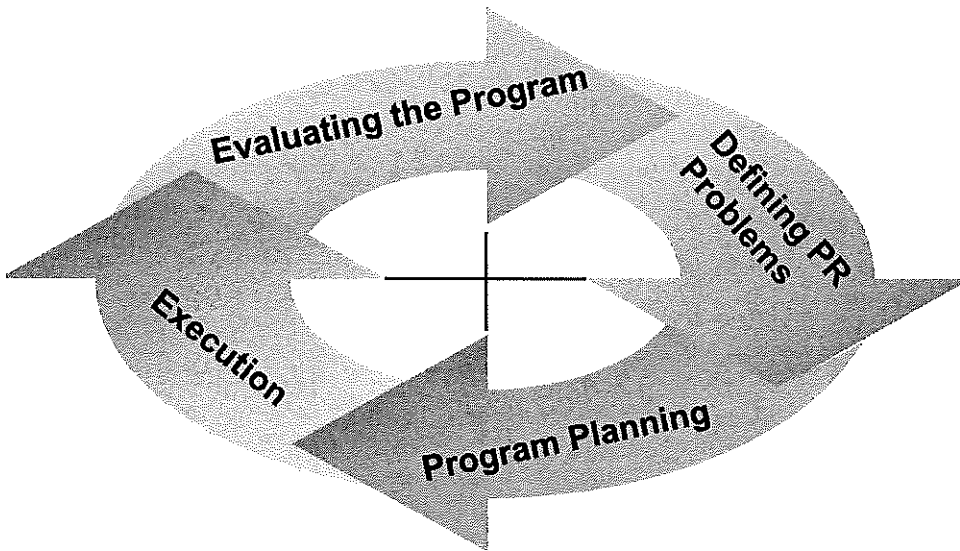
<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper comprises SIX (6) questions.</li><li>2. Answer ALL SIX (6) questions.</li><li>3. Read all the questions carefully before answering.</li><li>4. Marks for each question are indicated at the end of each question</li><li>5. Write clearly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

**(10 Marks)**

Sharpe's principles of public relations are essential for effective PR practice. Outline and explain each of these five principles.

**QUESTION 3**

**(16 Marks)**

Differentiate between journalism and public relations in terms of objectives, audiences, methods, and ethics. Use practical examples to support your response.

**QUESTION 4**

**(12 Marks)**

The Basic Model of Communication outlines essential elements for successful message transmission. Identify and explain each element in the model and give one example for each to illustrate its role in sports communication.

**QUESTION 5****(20 Marks)**

Define Corporate Social Responsibility (CSR). Analyse Carroll's Four-Part Model of CSR and discuss how sports organizations can integrate each component into their community engagement strategies.

**QUESTION 6****(30 Marks)**

Crisis Scenario – Social Media Scandal Involving the Coach

As the PR manager for a national football team, a video has gone viral showing the head coach making inappropriate jokes about players during training. The video has sparked backlash from fans, media, and sponsors, with calls for action.

Design a crisis communication plan that outlines:

- Immediate response actions
- Messaging strategy for key stakeholders (fans, sponsors, media)
- Long-term strategies to repair public trust and improve internal culture

**Total Points = 100****END OF EXAMINATION**