

**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 3 PAGES (Including this front page)

Question 1**(3 Marks)**

Define Public Relations (PR) and explain the primary objective of PR within a sports organization.

Question 2**(8 Marks)**

Briefly describe each stage of Marston's RACE model of Public Relations. How does each stage contribute to a successful PR campaign?

Question 3**(9 Marks)**

List and explain nine essential skills every public relations professional should possess. Support your answer with examples where applicable.

Question 4**(10 Marks)**

Differentiate between advertising and public relations by discussing five key differences between the two communication tools.

Question 5**(6 Marks)**

Outline six best practices a Public Relations Manager should follow when communicating during a crisis affecting a sports organization.

Question 6**(8 Marks)**

Identify and discuss the four basic elements of the communication process. Illustrate your answer with a practical example from the sports industry.

Question 7**(10 Marks)**

Critically discuss the concept of "spin" in Public Relations. In your response, explain how it can be both helpful and harmful to a PR campaign.

Question 8

(7 Marks)

List the seven C's of effective communication and briefly describe the importance of each in ensuring successful message delivery.

Question 9

(15 Marks)

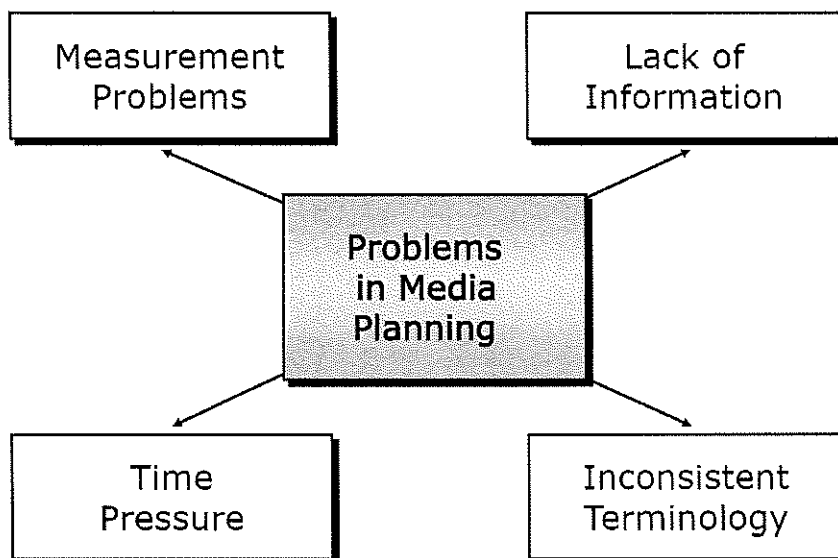
Discuss the five main models of Public Relations and provide an example of how each model may be applied within a sports organization.

Question 10

Discuss the diagram below in details.

(24 Marks)

Media Planning Difficulties



Total Marks 100

END OF EXAMINATION