



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMPUTING AND INFORMATICS
DEPARTMENT OF JOURNALISM AND MEDIA TECHNOLOGY**

QUALIFICATION : BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY	
QUALIFICATION CODE: 07BJOU	COURSE LEVEL: NQF LEVEL 7
COURSE: PUBLIC RELATIONS THEORY AND PRACTICE	COURSE CODE: PRT721S
DATE: JANUARY 2024	SESSION: 1
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY/ SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. C. PRIDE, MS. A. NYIRENDA
MODERATOR:	MS. D. HERSELMAN

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES (INCLUDING THIS FRONT PAGE)

Instructions for the students

Answer QUESTION NUMBER ONE (1) and any other question of your choice. In other words, answer TWO (2) questions in TOTAL. QUESTION NUMBER 1 IS COMPULSORY

You are required to make effective use of public relations terms in your answers.

QUESTION 1 (COMPULSORY):

List and explain five (5) Typologies of Public Relations, and indicate in which environment(s) each or a combination of the typologies can be utilized with meaningful **example for each** of the **Typologies (50 Marks)**.

QUESTION 2

Explain **five (5) Tools of MEDIA RELATIONS** using a good **Namibian example for each** of the Tools **(50 Marks)**.

QUESTION 3

Identify and explain five (5) functions of Public Relations in the society **(50 Marks)**.

END OF EXAMINATION PAPER