



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF OFFICE MANAGEMENT AND TECHNOLOGY	
QUALIFICATION CODE: 07BOMT	LEVEL: 7
COURSE CODE: PRL311S	COURSE NAME: PUBLIC RELATIONS 1A
SESSION: JULY 2019	PAPER: THE ONLY PAPER
DURATION: 3 HOURS	MARKS: 100

SUPPLEMENTARY EXAMINATION	
EXAMINERS	MS EMILY M. BROWN
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INSTRUCTIONS
<ol style="list-style-type: none">1. READ questions carefully.2. Questions 1 and 2 provide you with a choice. Answer either A or B under questions 1 and 2.3. Good luck!

THIS QUESTION PAPER CONSISTS OF 1 PAGE (excluding this front page).

PUBLIC RELATIONS 1A (PRL311S)
Supplementary Examination: July 2019

QUESTION 1

[20]

A. The work of **Stephen Greyser** has contributed significantly towards our understanding of Public Relations (PR). Illustrate – through discussion – how Greyser (1981) explained the **three traditional functions of Public Relations**, and make reference to relevant examples to support your answer.

OR

B.

[20]

Of significance in terms of the **history** of Public Relations is the fact that as it developed, greater professionalism became evident. With this statement in mind, compare the history of Public Relations in the USA with the history of Public Relations in **South Africa** or **Namibia**. Refer to relevant examples to support your answer

QUESTION 2

[20]

A. **Qualitative Research** plays an important role in the work of the Public Relations practitioner. Describe the various components that entail **qualitative research**.

OR

B.

[20]

In order to promote understanding and to facilitate meaning, **communication** is of the utmost importance in Public Relations. Describe the following **forms of communication**, and illustrate your answers with relevant PR examples:

- (i) Small Group Communication (12)
- (ii) Organisational Communication (8)

QUESTION 3

[20]

Advertising is still regarded as the most economical means of communicating information from a source to a mass audience (one's publics) in the shortest space of time. Demonstrate your understanding of:

- 3.1 The basic requirements of effective advertising (6)
- 3.2 Types of advertising used in PR practice (14)

QUESTION 4

[20]

Distinguish between the **goal of Public Relations** and the **goal of Marketing**, and then discuss the **six main facets of marketing**.

QUESTION 5

[20]

In Namibia, organisations subscribe to both **Corporate** and **Consulting Public Relations**. Compare the two approaches and show how they are different or similar.

TOTAL: {100}