



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMPUTING AND INFORMATICS
SCHOOL OF INFORMATICS, JOURNALISM AND MEDIA TECHNOLOGY
DEPARTMENT: JOURNALISM AND MEDIA TECHNOLOGY**

QUALIFICATION : BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY	
QUALIFICATION CODE: O7BJOU	LEVEL: 7
COURSE CODE: PRT721S	COURSE NAME: PUBLIC RELATIONS THEORY AND PRACTICE
SESSION: DECEMBER 2025	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 50

	SECOND OPPORTUNITY/ SUPPLEMENTARY EXAMINATION QUESTION PAPER
EXAMINER(S)	DR. KHULEKANI NDLOVU (BJMT) AND MS. AGNES NYIRENDA (BCOM)
MODERATOR:	MS. ANTONETTE KAKUJAHU-MURANGI

INSTRUCTIONS

1. Answer **ANY TWO** questions.
2. Read all the questions carefully before answering.
3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES (Including this front page)

Question 1

- a) Define a crisis and outline its main features. **(10 marks)**
- b) Summarise the different aspects of a crisis that public relations practitioners manage. **(6 marks)**
- c) Recount the crisis cluster typology you studied. **(9 marks)**

TOTAL **[25 Marks]**

Question 2

Distinguish between corporate identity, corporate image and corporate reputation.

[25 marks]

Question 3

Discuss the relevance of research and strategy in the practice of public relations.

[25 marks]

Question 4

Discuss the dimensions of corporate social responsibility in public relations.

[25 marks]

END OF PAPER

