



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

<b>QUALIFICATION : BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY</b>	
<b>QUALIFICATION CODE: 07BJOU</b>	<b>COURSE LEVEL: NQF LEVEL 7</b>
<b>COURSE: PUBLIC RELATIONS THEORY AND PRACTICE</b>	<b>COURSE CODE: PRT721S</b>
<b>DATE: NOVEMBER 2023</b>	<b>SESSION: 1</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR. C. PRIDE, MS. A. NYIRENDA
<b>MODERATOR:</b>	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):**

**Identify** and **discuss five (5) REASONS** that make **RESEARCH relevant** to/important in Public Relations professionalism/practice **(50 Marks)**.

**QUESTION 2**

Discuss **five (5) Opportunities** and **five (5) Challenges** of Social Media in the practice of **Public Relations** in any **identifiable** private or public sector organization in Namibia **(50 Marks)**

**QUESTION 3**

**List and explain** **five (5) Tools** of Modern Public Relations **using specific examples for each** of them **(50 Marks)**.

**END OF EXAMINATION PAPER**