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: NOVEMBER 2024	**SESSION:** 1
DURATION: 2HRS	**MARKS:** 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. C. PRIDE, MS. A. NYIRENDA
MODERATOR:	MS. U. KARUAIHE-UPI

THIS MEMORANDUM PAPER CONSISTS OF 3 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 (50 Marks)

1). List and explain five (5) Typologies of Public Relations (in other words, categories or areas of Public Relations practice) 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).

QUESTIONS 2 TO 4: ANSWER 1 OF THESE QUESTIONS (50 Marks)

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)

3). Explain five (5) Tools of Media Relations using a good Namibian example for each of the Tools (50 Marks).

4). Outline and briefly discuss Ten (10) Attributes of Effective Public Relations professionals and indicate how each of these attributes will apply to/assist you for good job or position in Public Relations (50 Marks).

ENDS