



**NAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

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

<b>QUALIFICATION : BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY</b>	
<b>QUALIFICATION CODE: 07BJOU</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: PRT721S</b>	<b>COURSE NAME: PUBLIC RELATIONS THEORY AND PRACTICE</b>
<b>SESSION: NOVEMBER 2025</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 50</b>

	<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>
<b>EXAMINER(S)</b>	DR. KHULEKANI NDLOVU (BJMT) AND MS. AGNES NYIRENDA (BCOM)
<b>MODERATOR:</b>	MS. ANTONETTE KAKUJAHA-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

With reference to Grunig's situational theory of publics and Freeman's stakeholder theory:

(a) Discuss the defining features that distinguish publics and stakeholders. **(12 marks)**

(b) Outline the types of publics and types of stakeholders identified by these theories. **(13 marks)**

**TOTAL [25 Marks]**

### Question 2

Explain the main principles that define excellent public relations according to the Excellence Theory of Public Relations.

**[25 marks]**

### Question 3

Discuss the impact of social media, big data and artificial intelligence in public relations in the digital age.

**[25 marks]**

### Question 4

Explain the terms paid, earned and owned media and their role in public relations.

**[25 marks]**

**ENDS**

