



**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: PRL312S	COURSE NAME: PUBLIC RELATIONS 1B
SESSION: NOVEMBER 2019	PAPER: THE ONLY PAPER
DURATION: 3 HOURS	MARKS: 100

FIRST-OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER:	MS EMILY M. BROWN
MODERATOR:	MS DENE HERSELMAN

INSTRUCTIONS
<ol style="list-style-type: none">1. READ questions carefully.2. Answer FIVE questions only.3. Questions 1 and 2 provide you with a choice. Answer either A or B under questions 1 and 2.4. Number the answers correctly. <p>Good luck!</p>

THIS QUESTION PAPER IS COMPRISED OF TWO PAGES, INCLUDING THE COVER PAGE.

PUBLIC RELATIONS 1B (PRL312S)
First-Opportunity Examination: November 2019

QUESTION 1

[20]

A. Of importance in business correspondence (i.e. the letter) is that it should facilitate readability. Identify and discuss how various aspects of **style in business correspondence** contribute towards the meaning of the content.

OR

B.

[20]

The **Video Conference** has been seen as a cost- and time-saving activity especially in Public Relations. Discuss what it entails and highlight **useful tips for video-conferencing**.

QUESTION 2

[20]

A. Public Relations projects such as corporate-giving are aimed primarily at impacting positively on **corporate image and corporate identity**. Discuss:

(i) The **difference between corporate image and corporate identity** (5)

(ii) The **Factors that affect Corporate Image** (15)

OR

B.

[20]

Annual Reports are regarded as an organisation's most important publicity tool. In terms of the **planning of the Annual Report**, discuss the **18-week Production Schedule**.

QUESTION 3

[20]

Namibia hosts a significant variety of Shows and Fairs in different parts of the country. Discuss:

(i) the **Aspects to consider before deciding to participate in a Show** (8)

(ii) the **Problems that could arise during or after the Show/Fair** (12)

QUESTION 4

[20]

William C. Himstreet has produced a **Hierarchy for Effective Communication Situations**. Identify and discuss the **levels** in the hierarchy, and make reference to relevant examples to support your answer.

QUESTION 5

[20]

Through a **promotional strategy** the Public Relations practitioner presents an organisation, its products and services to potential clients. Identify and discuss:

(i) **Intermediate Objectives – Action on the part of Traders and Consumers**

(14)

(ii) **Ultimate Objectives** (6)