



**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: 07BJMT	LEVEL: 7
COURSE CODE: PRT721S	COURSE NAME: PUBLIC RELATIONS:THEORY AND PRACTICE
DATE: January 2023	SESSION: 2
DURATION: Two (2) hours	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr Chudey Pride M. Morna Ikosa
MODERATOR:	Ms. Dene Herselman

INSTRUCTIONS
1). Answer TWO (2) Questions in ALL (NOTE: Answer ANY TWO Questions of your choice)
2). DURATION: TWO (2) HOURS
3). You are required to make effective use of Public Relations terms in your answers

Questions:

Answer TWO (2) Questions in ALL (NOTE: Answer ANY TWO Questions of your choice)


- 1). Discuss **five (5) Functions** of Public Relations in a typical unit or department of public relations in any organization or institution in **Namibia (50 Marks)**.

- 2). 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)**.

- 3). **Identify and explain five (5) Typologies** of **Public Relations**, 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)**.

TOTAL: 100 MARKS (WEIGHT: 40 PER CENT)

END OF EXAM

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2022 -10- 25

M. J. Allen

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