

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
PUBLIC RELATIONS IJM 2213
JULY 2012 EXAMINATION
TIME ALLOWED: THREE HOURS

INSTRUCTIONS OF CANDIDATES

1. Section A is **compulsory**.
2. Answer **any three** questions from Section B.
3. Poor spelling and grammar will be penalised.
4. Start each answer on a new page.

SECTION A

Question 1

(a) Public Relations practitioners are seldom included in the 'Dominant Coalition', that is those senior managers who control the organization. Outline the key arguments you as a Public Relations manager of a large organization would use to convince your CEO of the need to include public relations in the decision-making process of the organization. **[25 marks]**

(b) Differentiate the following terms from Public Relations:

- (i) Advertising **[5 marks]**
- (ii) Publicity **[5 marks]**
- (iii) Propaganda **[5 marks]**

TOTAL 40 MARKS

SECTION B

Question 2

You are commissioned by the National Aids Council to design a public relations campaign to raise awareness of the benefits of male circumcision in the fight against HIV/AIDS:

- (a) What secondary research sources will you use in preparation for this campaign? **[5 marks]**

(b) Write a two-page research report on the information from the secondary sources outlined above. **[15 marks]**

Question 3

Outline and discuss the four-stage Public Relations planning process as espoused by Cutlip et al (2000). **[20 marks]**

Question 4

Employee relations are a crucial public relations and management function. Critically discuss the importance of employee relations in organizational performance. **[20 marks]**

Question 5

With the use of examples, discuss the challenges brought about the Information Communication Technologies (ICTs), particularly the Internet, to the public relations profession. **[20 marks]**

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