



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONOURS) IN JOURNALISM AND MEDIA STUDIES
PUBLIC RELATIONS 1
IJM 2213

Final Examination Paper
May 2017

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Mr ThandolwenkosiNkomo

INSTRUCTIONS

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

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

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SECTION A

QUESTION 1

A local technology company has engaged you to assist in boosting its brand presence in Bulawayo.

- a) Suggest three SMART objectives you will propose to the company as part of your public relations strategy. **(6 marks)**
 - b) For each objective, give two outcome indicators you will use to measure the achievement of the objective. **(6 marks)**
 - c) Identify three publics your plan will target and give reasons for selecting them. **(6 marks)**
 - d) Match your objectives to three public relations activities you will do as part of the plan. **(6 marks)**
 - e) Identify and explain the techniques you will use to evaluate each of your public relations activities. **(6 marks)**
 - f) Draft a relevant budget for your plan. **(10 marks)**
- Total** **[40 marks]**

SECTION B

QUESTION 2

You are the Public Relations Manager of the Zimbabwe International Trade Fair (ZITF) Company. In preparation for the ZITF2017, you have decided to invite journalists to a media briefing. Design a press release ZITF2017 to be sent to the media. **[30 Marks]**

QUESTION 3

Discuss how you may use output, outcome and outtake measurement in evaluating the effectiveness of public relations campaigns. **[30 Marks]**

QUESTION 4

(a) Outline the assumptions of Grunig and Hunt's (1984) four models of public relations.

(10 Marks)

(b) How applicable are the models to public relations practice?

(20 Marks)

TOTAL

[30 Marks]

QUESTION 5

a). Define the following terms in the context of public relations:

i). Sponsorship

(5 Marks)

ii). Cause related marketing

(5 Marks)

iii). Philanthropy

(5 Marks)

b). With the aid of examples, explain how companies may use these initiatives as part of their public relations strategies.

(15 marks)

Total

[30 Marks]