

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
PUBLIC RELATIONS: (IJM 4203)  
MAY 2004 EXAMINATION  
TIME ALLOWED: 3 HOURS

**INSTRUCTIONS TO CANDIDATES**

1. You are to answer the **compulsory** question in **Section A** and any **three** from **Section B**. A total of **4 questions**.
2. Start each answer on a new page.
3. Each question is worth 25 marks.
4. Poor spelling and grammar will be penalised
5. Do not repeat material you have used in another question.

**SECTION A: ANSWER THIS QUESTION**

**Question 1**

You are the PR officer for a leading children's welfare charity that provides refuge for AIDS orphans and abandoned children. This year, the charity organisation will be celebrating its 20<sup>th</sup> anniversary. Your director has asked you to prepare a PR plan highlighting the launch. Develop a budgeted programme for the lead up to the anniversary that shows how you can involve employees, donors and users of the service.

**[25 marks]**

**SECTION B: ANSWER ANY THREE QUESTIONS**

**Question 2**

Define Public Relations. Using Examples, illustrate the importance of public relations to organisations.

**[25 marks]**

**Question 3**

- a) What is the difference between an in-house public relations Department and a public relations consultancy?  

**[13 marks]**
- b) Why is it important that a PR practitioner should have access to decision-makers at the highest level of an organisation?  

**[12 marks]**

**TOTAL: [25 marks]**

**Question 4**

You work as a public relations officer for a large tyre manufacturer that supplies its range of products through a network of distributors throughout Zimbabwe. To coincide with this year's Motor Rally, you propose to launch a new range of tyres for public transport. Your marketing director has asked you to develop a list of creative ideas that could be used to publicise the new product range. Prepare a memorandum that highlights who you intend to target; what messages you want to convey; and five creative ideas could be used to gain media coverage for the launch of the products.

**[25 marks]**

**Question 5**

What tips for working with journalists would you give a new public relations intern? Your essay should indicate the best way to reach them, develop relationships and how to sell-in stories.

**[25 marks]**

**Question 6**

A manufacturing company is facing a potentially disastrous conflict between the management and employees. You are sent there as public relations consultant and discover that the problem is merely of communication. Describe five types of media that you can use for your internal public relations and why you selected these.

**[25 marks]**