

# **NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
PUBLIC RELATIONS (IJM 4203)  
MAY 2005 EXAMINATION  
TIME ALLOWED: 3 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

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

## **SECTION A: COMPULSORY**

### **Question 1**

The City of Bulawayo wants to re-brand itself and create a new image as a local authority that cares for its residents. At the same time it wishes to embark on income generating projects that will see the commercialization of some non-core services in order to broaden its revenue base. You have been hired as a PR consultant who will assist in selling the new image to its stakeholders and the community at large. Write a proposal to be presented to the City authorities clearly indicating the strategies you will employ and how you intend to account for or evaluate these strategies. **[40 marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question 2**

There has been a derailment of a goods train outside Gwanda. A shipment of sulphuric acid that the train was carrying has found its way into a major river supplying water to the town. Design a crisis campaign on behalf of National Railways of Zimbabwe taking into consideration the process of communication. **[20 marks]**

### **Question 3**

“The great advantage of public relations is that it closely resembles advertising – and that it is free.” Critically evaluate this statement. **[20 marks]**

### **Question 4**

What kind of advice would you give the head of an organisation who will address a press conference and field questions from journalists afterwards? What precautions should he take when defending a potentially damaging situation existing in the company? **[20 marks]**

### **Question 5**

Public relations is part of management and forms a strategic component within an organization. Justify this statement using examples on how PR is an essential managerial element. **[20 marks]**

### **Question 6**

Answer **ALL** the following:

- a) Define a *news release* and list specific ways that reporters and editors might use a news release. **[ 5 marks]**
- b) What are the main differences between a press release and a news item? **[ 5 marks]**
- c) Identify and evaluate the guidelines for writing and distributing news releases. **[10 marks]**

**TOTAL: [20 marks]**