

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
PUBLIC RELATIONS (IJM 4203)
JULY 2006 SUPPLEMENTARY 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

You are in management and you have been tasked by the board of directors to write a report advising them on what option should be taken between having an in-house public relations department and hiring a public relations consultancy. Give your reasons for your choice clearly making a distinction between the two and the advantages and disadvantages of either so that management can make an informed decision on what course to take.

[40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

- a) Why is it important that a PR practitioner should have access to decision makers at the highest level of the organization. **[10 marks]**
- b) How can PR assist an organization in the marketing of goods and services to satisfy consumers' needs and wants? **[10 marks]**

TOTAL: [20 marks]

Question 3

“For what is perceived as propaganda by some is labelled public relations by others. Some commentators see no distinctions between the two as to purpose and practice,” (Tim Traverse-Healy). Discuss. **[20 marks]**

Question 4

- a) Define *publics*. [2 marks]
- b) What are some alternative ways that publics might be classified? [8 marks]
- c) How can different characteristics of publics be used in measuring public opinion and in addressing issues? [10 marks]

TOTAL: [20 marks]

Question 5

What steps would you take in the event of a crisis at the organization that you work for as PR manager? Give examples in your answer. [20 marks]

Question 6

Explain the following terms:

- a) Communications Audit [5 marks]
- b) Situation Analysis [5 marks]
- c) Crisis Communication [5 marks]
- d) Press release [5 marks]

TOTAL: [20 marks]