



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
PUBLIC RELATIONSIII
IJM 4230

Final Examination Paper
May 2017

This examination paper consists of 2 pages

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

INSTRUCTIONS

1. Answer **any four (4) questions**.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalized.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

QUESTION 1

With reference to a case study of your choice, discuss how media coverage can affect the image and reputation of an organisation. **[25 Marks]**

QUESTION 2

- a) Identify and describe four types of organizational cultures. **(16 Marks)**
b) To what extent does organizational culture impact on internal communication? **(9 Marks)**

TOTAL [25 Marks]

QUESTION 3

With the aid of examples, examine the challenges faced by organisations in using social media in their corporate communication practices. **[25 Marks]**

QUESTION 4

- a) Outline the assumptions of the image restoration theory. **(15 Marks)**
b) How useful is this theory in informing crisis communication planning. **(10 Marks)**

TOTAL [25 Marks]

QUESTION 5

Briefly discuss the following terms:

- i. Corporate crisis **(5 Marks)**
ii. Corporate identity **(5 Marks)**
iii. Internal brand **(5 Marks)**
iv. Corporate image **(5 Marks)**
v. Corporate culture **(5 Marks)**

TOTAL [25 marks]

QUESTION 6

Draft an internal communications plan that you may suggest to an organisation that is experiencing challenges of poor employee commitment. **[25 Marks]**