**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**


**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**
**POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS**
**PUBLIC RELATIONS THEORY, FUNCTIONS AND TECHNIQUES IJM**
**(7101)**
**JANUARY 2008 SUPPLEMENTARY SEXAM**
**TIME ALLOWED: THREE HOURS**


**INSTRUCTIONS OF CANDIDATES**

1. Section A is **compulsory.**
2. Answer **any three** questions in Section B
3. Poor spelling and grammar will be penalised.

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## SECTION A
**QUESTION 1**

**(a)** Majoni, a large children's organization received a cash donation of US $20 000

from the Netherlands government. Using the standard format, write a news release of

approximately 500 words announcing this information to the news media. {**20**

**marks}**

**(b)** "Good public relations is dependent on good media relations". Critically evaluate

the importance of good media relations in PR. {**20}**



**Section B: Answer any <u>three</u> questions.**

**QUESTION 2**

As a PR manager of a large chemical manufacturer, you receive a telephone call that

the factory has accidentally released a large quantity of smelling fumes into the

surrounding area. Explain the PR activities you would perform or should avoid when

handling this crisis. {**20}**


**QUESTION 3**

 Define public relations distinguishing it from:

  i.    Publicity

 ii.    Advertising

iii.    Propaganda

iv. Marketing
**{20}**


## QUESTION 4

Discuss the influence of corporate culture in the structure and operation of organisations.   **[20]**


## QUESTION 5

Evaluate some of the limitations of professional codes of conduct in the guidance of practitioners.                              **[20]**


ENDS/