

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS
STRATEGIC PLANNING IN PUBLIC RELATIONS (IJM 7102)
JANUARY SUPP EXAM 2009
TIME ALLOWED: THREE HOURS**

INSTRUCTIONS OF CANDIDATES

1. Answer **all** questions.
2. Poor spelling and grammar will be penalised.

QUESTION

"Tomorrow's communicators will be people who can think strategically and deliver tactically. A well-written annual report or brochure is of no strategic value if it does not contribute to meeting corporate goals and objectives."
(Sheldon 1993)

The Zimbabwe National Water Authority, (ZINWA) has over the past year suffered in both reputation and business, through its failure to manage the country's water resources efficiently. You have been incorporated into the company's strategic committee, outline a Public Relations plan, analysing the current situation, establishing programme goals and objections and your plan of action.

TOTAL 100 Marks

Ends/