



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

IJM 7102

Final Examination Paper

October 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Mr Thandolwenkosi Nkomo

INSTRUCTIONS

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

MARK ALLOCATION

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

QUESTION 1

Evaluate the extent to which public relations enables the mobilising of stakeholders towards the achievement of an organisation's core directional choices. **(25 marks)**

QUESTION 2

You have been tasked with drawing up a public relations strategy for an orphanage that wants to boost its resource base. Use a Gantt chart to illustrate what you will do within a 12-month period to develop, implement and evaluate the plan. **(25 marks)**

QUESTION 3

With the aid of examples, describe what is meant by the following terms:

- a). Pre-emptive Action Strategy **(5 marks)**
- b). Offensive Response Strategy **(5 marks)**
- c). Defensive Response Strategy **(5 marks)**
- d). Diversionary Response Strategy **(5 marks)**
- e). Rectifying behaviour Strategy **(5 marks)**
- Total [25 Marks]**

QUESTION 4

Identify and discuss what is involved in the three key elements of a public relations audit. **(25 marks)**

QUESTION 5

- a). Explain what is meant by credibility, control and charisma in the context of public relations planning. **(15 marks)**
- b). Illustrate the usefulness of the above variables using two examples of Zimbabwean celebrities who have been used as brand ambassadors for local organisations. **(10 marks)**
- Total [25 Marks]**