

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)**

**DECEMBER 2008 EXAM
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.

SECTION A

QUESTION 1

“Public relations is a communication process and a management function”. With reference to this assertion, define PR showing how it is distinct from other forms of communication. State the functions of PR and illustrate with examples the importance of PR to organizations. **{40 marks}**

SECTION B

Question 2

Outline the impression management theory and the stakeholder theory and evaluate how they relate to public relations theory and practice. **{20 marks}**

QUESTION 3

A manufacturing company is facing a potentially disastrous conflict between management and employees. You are sent there as a PR consultant and you discover that the problem is merely of communication. Describe the different media that the company would use for its internal PR and why. **{20 marks}**

QUESTION 4

Describe the marketing mix and outline the role of PR in the marketing process. **{20 marks}**

QUESTION 5

Compare and contrast the in-house PR department to the PR consultancy. What are the advantages and disadvantages of having each? **{20 marks}**

ENDS/