



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS
ONLINE PUBLIC RELATIONS

IJM 7104

Final Examination Paper

October 2016

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Mr Nkosana Dube

INSTRUCTIONS

1. **Section A** is compulsory.
2. Answer any **two** questions from **Section B**.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

SECTION A

QUESTION 1

Imagine that you are a Public Relations Manager at Plan Zimbabwe and you have been asked to craft a social media strategy for a campaign meant to promote Voluntary Male Circumcision and Cervical Cancer Screening in the high density suburbs of Bulawayo where adoption has remained very low.

- a) Describe how you will go about the strategy formulation process. Your discussion should spell out the key goals, messages, influencers and channels to be used. **(16 marks)**
 - b) As a Public Relations Manager, identify the **four** major issues you will consider when landscaping for online opportunities. **(8 marks)**
 - c) State and explain any **three** Web 2.0 tools that you will most likely use. **(9 marks)**
 - d) Recommend tools that this organisation can use for monitoring “*buzz*” generated by this campaign? **(7 marks)**
- Total** **[40 marks]**

SECTION B

QUESTION 2

The radical changes in the communications infrastructure have a range of implications for the public relations and other marketing communications industries (Brown, 2009: 11).

Using examples, discuss the impact of radical changes in the communications infrastructure on contemporary public relations practice. **[30 marks]**

QUESTION 3

- a) Outline the challenges and opportunities for organisations in Zimbabwe in using the internet for their public relations. **(15 marks)**
 - b) How can organisations in Zimbabwe better position themselves to engage with their publics on the internet? **(15 marks)**
- Total** **[30 marks]**

QUESTION 4

One unaddressed complaint delivered over Twitter or Facebook can quickly ignite a firestorm of bad publicity in both traditional and new media (Breakenbridge, 2012: 115).

- a) With reference to a case study of your choice, illustrate how public relations practitioners can anticipate and/or mitigate the impact of social media crises on the image and reputation of the organisations they work for. **(15 marks)**
- b) Outline the challenges facing public relations practitioners in using social media in crisis communication within their organisations. **(15 marks)**

Total **[30 marks]**

QUESTION 5

- a) Distinguish between social media measurement and social media monitoring. **(12 marks)**
- b) Outline Grunig and Hunt's (1984) four public relations models of public relations and show how the internet is transforming these models. **(18 marks)**

Total **[30 marks]**