



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

IJM 7202

Main Examination Paper

April 2017

This examination paper consists of 3 pages

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

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 penalized.

MARK ALLOCATION

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

SECTION A

QUESTION 1

a) Explain the following terms as applied to Internal Public Relations:

- i. Vertical communication (5 Marks)
- ii. Quasi-vertical communication (5 Marks)
- iii. Horizontal communication (5 Marks)

b) To what extent does organisational culture influence the above types of organisational communication? (25 Marks)

TOTAL [40 Marks]

SECTION B

QUESTION 2

Welch and Jackson (2007) suggest that one of the key objectives of Internal Public Relations is promoting a positive sense of belonging in employees. Using practical examples, illustrate activities that an organisation can do in order to achieve this objective. [30 Marks]

QUESTION 3

“Culture has a pervasive influence on how an organization functions. It determines how an organization responds to its business environment, how it organizes its work, how it structures its day-to-day activities, and how it deploys and rewards its managers’ and employees’ skills and talents” (Sanchez, 2006:33).

How relevant is the study of organizational culture in the development of internal communications strategies given the above statement? [30 Marks]

QUESTION 4

Outline and give an overview of the key issues of internal communications planning that ensure that internal communication positively impacts the achievement of business goals.

[30 Marks]

QUESTION 5

a) Discuss how you would use electronic media to facilitate internal communication within an organisation. **(20 Marks)**

b) What limitations are you likely to face in the adoption and use of electronic media in internal communication? **(10 Marks)**

TOTAL [30Marks]