



**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 RESEARCH AND EVALUATION**  
**IJM 7204**

**Final Examination Paper**  
**April 2017**

This examination paper consists of 2 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Examiner's Name:** MrThandolwenkosiNkomo

**INSTRUCTIONS**

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

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	<b>40</b>
2.	<b>30</b>
3.	<b>30</b>
4.	<b>30</b>
5.	<b>30</b>

## SECTION A

### QUESTION 1

- a) With the aid of illustrations, define the following terms.
- i. Primary research **(10 Marks)**
  - ii. Secondary research **(10 Marks)**
- b) Using examples, illustrate how you would use these type of researches in public relations practice. **(20 Marks)**

**TOTAL [40 Marks]**

## SECTION B

### QUESTION 2

English (2005) suggests that public relations research has the potential to build the foundation for better public relations practice. Evaluate this assertion highlighting the importance of measurement and evaluation in public relations practice. **[30 Marks]**

### QUESTION 3

Compare and contrast the measurement of “outcomes” and “outputs” in public relations practice. Use examples to support your answer. **[30 Marks]**

### QUESTION 4

With reference to examples of your choice, discuss how you would use placement or news item variables to measure a publicity campaign. **[30 Marks]**

### QUESTION 5

Highlanders Football Club has been running a column in the *Chronicle* newspaper as part of the club’s plan of improving stakeholder relations. Discuss the media analysis variables you would use to measure and evaluate the use of the newspaper column in the campaign. **[30 Marks]**