



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
PUBLIC RELATIONS II
IJM 4123

Main Examination Paper
December 2024

This examination paper consists of 3 pages

Time Allowed: 3 Hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Ms. S. M. Ndlovu
External Examiner: Dr C. M. Lunga

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

- i) National Foods has had to recall its soap produced in the last 2 months due to skin irritation complaints from customers. This has led to a drop in sales and a negative perception from stakeholders.

As the company's Public Relations Officer, produce a press release embargoed for immediate release. The following should be clear:

- Acknowledgement of the problem
- Company position on the issue
- Solutions to change perceptions and improve brand visibility **(25 Marks)**

- ii) Outline and briefly explain the 5 principles of ethical persuasion. **(15 Marks)**

TOTAL **[40 Marks]**

Section B

QUESTION 2

Using examples, show how the following concepts are transforming public relations:

- i. Fake news **(6 Marks)**
- ii. Social Media **(6 Marks)**
- iii. Artificial Intelligence **(6 Marks)**
- iv. Virtual Reality **(6 Marks)**
- v. Corporate Social Responsibility **(6 Marks)**

TOTAL **[30 Marks]**

QUESTION 3

Discuss the applicability of the relationship management theory in the practise of public relations.

TOTAL **[30 Marks]**

QUESTION 4

Evaluate the role of Public Relations in society and highlight how practitioners can contribute to the social positioning of organisations.

TOTAL

[30 Marks]

QUESTION 5

Outline the main differences between public relations and strategic communication paying attention to focus, goals and tactics.

TOTAL

[30 Marks]