

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF INDUSTRIAL TECHNOLOGY

DEPARTMENT OF TECHNICAL TEACHER EDUCATION

Programme: BACHELOR OF EDUCATION HONOURS DEGREE

MAIN EXAMINATION

Course:	Communication and Public Relations	TTE1102
Part/Year:	III	January 2011
Time:	3 hours	100 marks
Lecturer	N Phuthi	

DIRECTIONS AND INFORMATION TO CANDIDATES

1. Answer **QUESTION 1** and any **THREE** others.
2. All questions carry equal marks.
3. Questions may be written in any order but each question/sub-question must be clearly numbered.
4. Begin each question on a fresh page and put all parts of the same question together.
5. Show all working on the answer book, no part of the question paper should be handed in.
6. Marks may be deducted for careless or untidy work.

QUESTION 1

Fig Q1 shows the 'systems' model of the learning process.

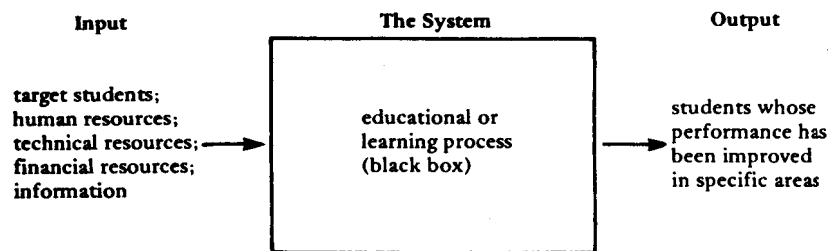


Fig Q1: The systems model of the Learning process

- (a) Explain the role of each of the 5 named inputs to the system. [10]
- (b) In what ways is the learning process considered to be a 'black box'? [5]
- (c) Describe examples of improvement in student performance in your subject area which would illustrate an acceptable output of the learning process. [10]

QUESTION 2

- (a) The diagram Fig Q2 below was drawn on the chalkboard by a teacher who wanted it to represent a cuboid (box).

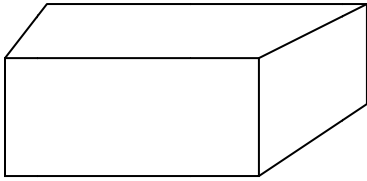


Fig. Q2 Visual acuity in drawing

- (i) Identify and describe a source of noise or error in the drawing. [1]
(ii) Re-draw the diagram correctly without the error. [2]
(iii) What is visual acuity? [1]
- (b) Define the following terms: *globalization*, *technophobe*, *e-commerce*. [6]
- (c) A social function has been held at your workplace involving the unit you supervise. Write a full but concise report of the incident for your section manager. [15]**

QUESTION 3

Fig. Q3 below shows how information signals (e.g. television broadcasts) can be transmitted instantly between distant places anywhere on the earth's surface using communications technology.

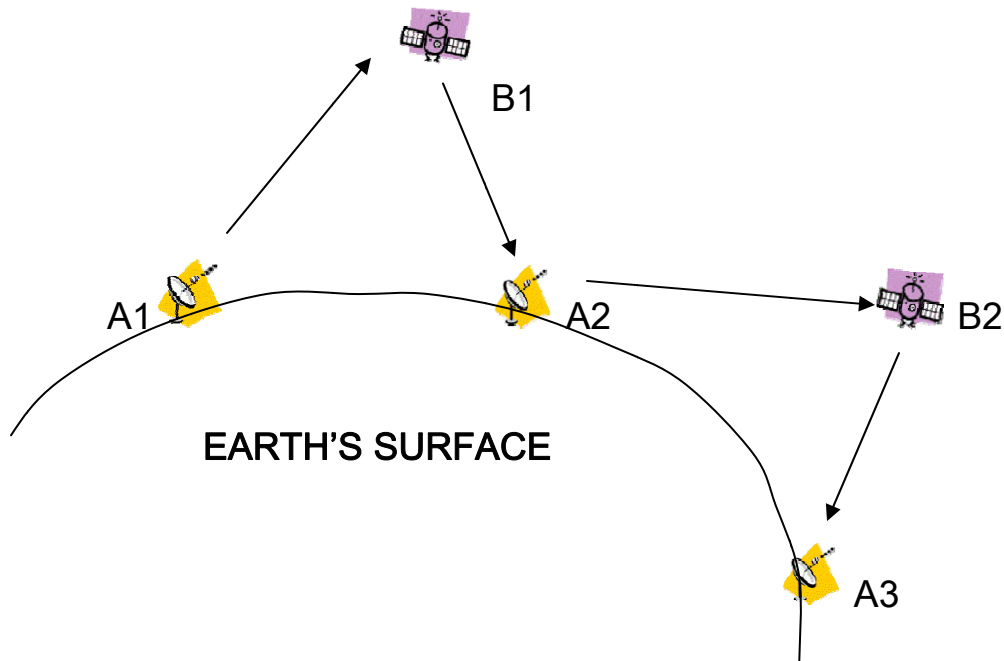


Fig. Q3 Transmission of information signals

- (a) Name the structures labeled A and B in the diagram. [2]
(b) Define the terms 'geosynchronous' and 'geostationary', and explain how they apply in the above diagram? [8]

- (c) Describe how a signal originating from A1 reaches A3. You may use some or all of the following terms in your description: *uplink, downlink, transceivers, amplifier*. [15]

QUESTION 4

- (a) Two key functions of the media are (i) to bring about awareness and (ii) to provide information. Choose one medium of communication for each of these functions and describe how they are applied at your school or workplace? [10]
- (b) Analyse the tendency of most media to concentrate on reporting bad news. [9]
- (c) Describe any three requirements for effective mass communication. [6]

QUESTION 5

Read the passage below and answer the questions that follow:

Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its *publics*; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as *an early warning system* to help anticipate trends; and uses research and sound and *ethical* communication as its principal tool. (Cutlip et al, 1985)

- (a) Briefly define the terms in *italics*. [3]
- (b) Name and briefly describe any **five** key publics of your school or other named educational institution. [10]
- (c) Analyse the relationship between public relations and communication in the context of the passage. [12]

QUESTION 6

Do you agree with the statement: *Public relations starts with administrators*? Using the points below, write an essay to substantiate your argument.

- Commitment and participation by management
- Competent public relations practitioners
- Centralized policy-making
- Communication (two-way) with both internal and external publics
- Coordination of all efforts toward defined goals and objectives [25]

E N D O F Q U E S T I O N P A P E R