



UNIVERSITY
OF
JOHANNESBURG

<u>PROGRAM</u>	: DIPLOMA <i>PUBLIC RELATIONS AND COMMUNICATION</i>
<u>SUBJECT</u>	: PUBLIC RELATIONS II (MODULE A)
<u>CODE</u>	: PRL2AA2
<u>DATE</u>	: WINTER EXAMINATION –2018 (SPECIAL EXAM)
<u>DURATION</u>	: 2 HOURS
<u>WEIGHT</u>	: 50: 50
<u>FULL MARKS</u>	: 100
<u>TOTAL MARKS</u>	: 100
<hr/>	
<u>EXAMINER</u>	: DR E LUBINGA
<u>MODERATOR</u>	: MS K SITTO
<u>NUMBER OF PAGES</u>	: 2 PAGES
<u>REQUIREMENTS</u>	: UJ ANSWER BOOK

INSTRUCTIONS TO STUDENTS:

- SECTION A IS COMPULSORY.
- SECTION B: ANSWER ONLY ONE OF TWO QUESTIONS.
- DO NOT USE BULLETS: BULLETED ANSWERS WILL NOT BE MARKED.
- YOU MAY ANSWER THE QUESTIONS IN ANY ORDER AS LONG AS THE CORRECT QUESTION NUMBER IS INDICATED.
- CORRECT LANGUAGE USE AND A NEAT HANDWRITING ARE IMPORTANT.

REQUIREMENTS

- UJ EXAMINATION ANSWER BOOKS
-

SECTION A- COMPULSORY

Management of an organisation may demand that public relations efforts contribute not only to the overall organisational effectiveness (success) but to everything the organisation does.

Discuss in detail the four phases and the specific steps in each phase that make up strategic planning for Public Relations, with examples.

[50]

QUESTION 2

In terms of review and evaluation of a Communication Strategy, explain how the aims and objectives are evaluated during and after the implementation of a programme.

[25]

SECTION B: ANSWER ONLY ONE OF THE TWO QUESTIONS

QUESTION 3

Public Relations Practitioners may use two approaches to conduct research about the organisation: Qualitative and quantitative.

For each of the approaches:

- a. Discuss what each approach is and what it is often used for (what issues) in research by public relations practitioners.
- b. Your response should provide two (2) methods under each approach, explaining what each method is, as well as the advantages and disadvantages of using each of the methods.

(25)

OR

QUESTION 4

In Phase One, Formative Research of the public relations strategy, the public relations practitioner may be expected to conduct a situational, **organisational** and stakeholder analysis.

Discuss each of the three steps mentioned above.

(25)

TOTAL: 100