



PROGRAMME: PUBLIC RELATIONS & COMMUNICATION:
DIPLOMA EXTENDED

SUBJECT : PUBLIC RELATIONS 1

CODE : PRLEXY1

DATE : NOVEMBER 2018 (EXAMINATION)

DURATION : 2 HOURS

WEIGHT : 50: 50

FULL MARKS : 100

TOTAL MARKS : 100

EXAMINER : MR SVO TAELE

MODERATOR : (TBC)

NUMBER OF PAGES : 3 PAGES

INSTRUCTIONS : READ QUESTIONS CAREFULLY. ANSWER WHAT IS
REQUIRED BY THE QUESTION.

REQUIREMENTS : UJ EXAMINATION ANSWER BOOK

INSTRUCTIONS TO STUDENTS:

1. ANSWER **ANY FOUR (4)** QUESTIONS OF YOUR CHOICE
 2. DO NOT ANSWER ALL QUESTIONS
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QUESTION 1

Various industry bodies in the field of public relations have gone through a rigorous process of providing up to date definition of public relations that resonates with the current environment we find ourselves in.

1.1 Explain the recent definition applied by PRISA and the **FIVE (5)** elements found in the definition. (10)

1.2 Discuss the role of public relations in the marketing mix (12)

1.3 Briefly describe the three-phase evolution of public relations (3)
[25]

QUESTION 2

You are appointed as the public relations practitioner for Gautrain. Identify and explain how you will use any **FIVE (5)** basic TECHNIQUES of public relations to promote the train.

[25]

QUESTION 3

3.1 Discuss **FOUR (4)** various management steps that apply to the practice of public relations in order to achieve predetermined objectives. Use examples to support your answer. (20)

3.2 List **FIVE (5)** characteristics that interviewers must have in order to conduct a credible research. (5)

[25]

QUESTION 4

Discuss the knowledge, skills and experience of a public relations practitioner by focusing on their personality traits and education & training.

[25]

QUESTION 5

Public Relations is traditionally practiced in a corporate or by consultancies on behalf of their clients. Critically discuss these two practices by taking a closer look at their characteristics, advantages and disadvantages.

[25]

TOTAL: 100