



PROGRAMME: PUBLIC RELATIONS & COMMUNICATION:
DIPLOMA EXTENDED

SUBJECT : PUBLIC RELATIONS 1

CODE : PRLEXY1

DATE : NOVEMBER 2018 (SUPPLEMENTARY 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 ALL FOUR (4) QUESTIONS**

QUESTION 1

Assume you have been recently appointed as assistant public relations manager for the University of Johannesburg and you have been tasked to link environmental scanning to the corporate strategy of the university.

2.1 Discuss **SEVEN (7)** steps you would take in drawing up this strategy. (14)

2.2 Define what environmental scanning is. (5)

2.3 Explain the difference between Qualitative and Quantitative research and list their area of focus. (6)

[25]

QUESTION 2

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 3

4.1 Media relations is regarded as the most important technique of public relations. Identify **FOUR (4)** key techniques that media relations must include. (8)

4.2 Identify and explain **SIX (6)** characteristics of public relations. (12)

4.3 List **FIVE (5)** issue management steps that a public relations practitioner should follow. (5)

[25]

QUESTION 4

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