



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: PRL2AA2 PUBLIC RELATIONS 2A
<u>SEMESTER</u>	: First
<u>EXAM</u>	: SSA JULY 2019

<u>DATE</u>	: 17 JULY 2019	<u>SESSION</u>	: 11h30–14h30
<u>ASSESSOR(S)</u>	MS S MORAPELI & MS R : BENECKE		
<u>MODERATOR</u>	: MS K SITTO		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 2 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
 2. Number your answers clearly
 3. Answer section A and section B in separate books
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ANSWER THE TWO COMPULSORY QUESTIONS IN SECTION A**SECTION A****QUESTION 1**

The Door-of-Hope (DOH) NGO is accused of mismanaging the funds and donations given to the organisation. The accusations have affected its reputation amongst current and potential donors, threatening the survival of the NGO.

- 1.1 Explain what crisis management is. (5)
1.2 Identify, discuss and apply the SIX (6) crisis management principles that can be used to address the crisis. (20)

[25]

AND

QUESTION 2

The DOH NGO wants you to propose reactive strategies for their crisis communication.

- 1.1 Distinguish between proactive and reactive strategies. (5)
1.2 Discuss TWO (2) reactive strategies the NGO can use for their crisis communication. (20)

[25]

ANSWER THE COMPULSORY QUESTION IN SECTION B**SECTION B****QUESTION 3**

The implementation of public relations and communication tactics involve four categories according to Smith (2015). These are interpersonal communication; earned; owned and paid tactics (activities). You are the public relations practitioner (PRP) planning an awareness campaign for an "on campus health promotion" for Spring 2019.

- 3.1 Describe at least FIVE (5) interpersonal communication and public relations tactics (activities) you will use during the implementation stage. (25)

- 3.2 Explain which EARNED MEDIA tactics you will use as part of the implementation of your awareness campaign. You need to use UJ relevant media platforms. (25)

[50]

Total [100]