



UNIVERSITY
OF
JOHANNESBURG

<u>FACULTY</u>	: HUMANITIES
<u>DEPARTMENT</u>	: STRATEGIC COMMUNICATION
<u>CAMPUS</u>	: DFC
<u>MODULE</u>	: SKW11A1 PUBLIC RELATIONS
<u>SEMESTER</u>	: First
<u>EXAM</u>	: (Online) June 2020

<u>DATE</u>	: June 2020	<u>SESSION</u>	: 08:00-11:00
<u>ASSESSOR(S)</u>	: PA Nchabeleng		
<u>MODERATOR</u>	: Dr Neil Levy		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 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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QUESTION 1**SECTION A-COMPULSORY**

Read the following paragraph and answer the questions that follow:

Public relations in South Africa is a sophisticated, multi-faceted discipline that helps to forge effective two-way communication between an organisation and its various publics. In commerce, industry, politics, the arts, education, religion and charities, public relations play an effective management role. South Africa is credited as being the first country to research and evolve a body of knowledge on public relations

Rapid strides continue to be made in the educational field to provide both theoretical and practical knowledge for those wishing to enter the public relations profession.

In this regard, the professional body called the Institute for Public Relations and Communication Management of Southern Africa (PRISA) is making a major contribution at tertiary, national and international level.

It is now possible for students to study public relations and communication management at most of the higher education institutions in South Africa. Some institutions also offer a Master of Business Administration (MBA) with a public relations specialisation. Research is being conducted at both Masters and Doctoral levels in a variety of postgraduate studies with PR Specialisations.

Whatever the institution they all teach that fundamental to public relations is the establishment of mutual understanding between different parties, namely an organisation on the one hand and special stakeholders and/or the community at large on the other hand.

Even more important is for this relationship, because of its accessible nature, to enable the organisation to influence public opinion, judgement and behaviour, with the obvious implication that the organisation is dependent on the moral and financial support of its various publics in order to survive.

Source: Skinner, Mersham and Benecke et al (2016:2)

SECTION A-COMPULSORY**QUESTION 1**

In view of the growth of education in public relations, assume you have been asked to give a guest lecture to first year students at The University of Johannesburg. In your lecture, you are required to explain the following:

1. Explain public relations in your own words and how public relations practitioners can use the research function in their daily tasks. (15)
2. How can a public relations practitioner use research to aid good business relationships with customers. (15)
3. Discuss two important criteria of a professional public relations practitioner. (10)

SECTION B-Answer both questions

QUESTION 2

2.1 Why is media relations one of the most important functions of public relations practitioners? (10)

2.2 Discuss how public relations practitioner should engage with influential people. (10)

2.3. How can public relations practitioners ensure that they are successful in completing their tasks (10)

[30]

QUESTION 3

Public relations research predominantly focuses on three kinds of research, namely client or organisational research, opportunity or problem research and stakeholder or audience research. Answer the following questions relating to research below:

3.1 Explain the difference between the three kinds of research referred to in the above statement. (15)

3.2 Briefly compare qualitative and quantitative research methods for public relations. (5)

3.3 Explain how research can be used for planning, monitoring and evaluation. (10)

[30]

Total: 100