



UNIVERSITY  
OF  
JOHANNESBURG

<b><u>FACULTY</u></b>	: HUMANITIES
<b><u>DEPARTMENT</u></b>	: STRATEGIC COMMUNICATION
<b><u>CAMPUS</u></b>	: DFC
<b><u>MODULE</u></b>	: SKW11B1 PUBLIC RELATIONS
<b><u>SEMESTER</u></b>	: Second
<b><u>EXAM</u></b>	: (Online) November 2021

<b><u>DATE</u></b>	: January 2021	<b><u>SESSION</u></b>	: Online
<b><u>ASSESSOR(S)</u></b>	: PA Nchabeleng		
<b><u>MODERATOR</u></b>	: Dr Neil Levy		
<b><u>DURATION</u></b>	: 3 HOURS	<b><u>MARKS</u></b>	: 100

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**NUMBER OF PAGES: 2 PAGES**

**INSTRUCTIONS:**

1. Answer ALL THE QUESTIONS.
  2. Download the exam questions from Blackboard and upload your answers as a word/pdf document.
  3. Your exam will go through safe assign to check for plagiarism.
  4. Include references where you used someone's words. Use quotation marks accordingly.
  5. Submit the exam answers by 11:59 November 2020.
  6. Arial font style = size 12
  7. Line spacing = 1.5
  8. Word limit = 600 (minimum) & 1000 (maximum)
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***This is a compulsory question that needs to be answered before continuing with the remainder of the assessment.***

I agree to be honest when answering questions during this assessment. I agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, or the lecturer's slides, or from handouts, or text books or anywhere else and present this as if it is my own work. To this end I understand what is plagiarism. All the work I submit for assessment is my own work.

I hereby pledge that I have read and will abide by all UJ's rules and policies for all my assessments, whether submitted via Blackboard or via email or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this regard.

**Do you agree?**

**Question 1:**

- 1.1. Discuss your understanding of public relations and its importance to promoting sport in South Africa. In your answer, also refer to how systems thinking and environmental scanning can assist in promoting a sports team through public relations. Use practical examples to explain your answers. **(50)**

**QUESTION 2:**

- 2.1. Identify a Corporate Social Responsibility programme/or activity by any sporting team of your choice. Critically discuss the principles of that CSR's best practices that are undertaken. **(35)**
- 2.2. Discuss the stages involved in developing a community relations programmes. **(15)**

**Total: 100**

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