



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: Public Relations 1 (PRL1BB1)
<u>SEMESTER</u>	: Second
<u>ASSESSMENT</u>	: 23 November at 12am

<u>DATE</u>	: 23 November	<u>SESSION</u>	: ONLINE
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<u>ASSESSOR(S)</u>	MS SERIANE : MORAPELI
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<u>MODERATOR</u>	DR CORNE : MEINTJES
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<u>DURATION</u>	TAKE-HOME : ASSESSMENT	<u>MARKS</u>	: 50
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1. HONESTY PLEDGE

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, the lecturer's slides, handouts, textbooks, or anywhere else and present it as if it is my own work. To this end, I understand what plagiarism is. All the work I submit for assessment is my own work.

To ensure that you understand the importance of plagiarism, please [watch this helpful video](#).

I now pledge to read and abide by UJ's rules and policies for all my assessments, whether submitted via Blackboard, e-mail or elsewhere. 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 any other policy that might be applicable. If 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 to uphold the honesty pledge? (Tick the correct box)

YES	NO
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QUESTION ONE

1.1. **Explain** the three different types of crisis with relevant examples

[10]

1.2. **Discuss** any five factors that can affect corporate image, give examples in your discussion

[15]

1.3. You have been approached by a not-for-profit organisation (NPO) to explain the guidelines to draft a CSI funding proposal. In simple terms, **explain** with examples the five guidelines:

- Introduction
- Profile of organisation
- The issue/problem/community needs
- The project
- The budget

[25]

[50]