

UNIVERSITY OF FORT HARE
CMA. 312: CORPORATE COMMUNICATION
PRACTICE
DEGREE EXAMINATION
JUNE 2023

Time: 3 Hours
Subject: Communication
Paper: Corporate Communication Practice
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners

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External Examiner

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INSTRUCTIONS

**YOU ARE REQUIRED TO ANSWER FOUR (4) QUESTIONS. QUESTION 1,
IS COMPULSORY AND ANY OTHER THREE (3) QUESTIONS**

INSTRUCTIONS: ANSWER QUESTION 1, COMPULSORY AND ANY OTHER THREE (3) QUESTIONS

QUESTION 1 – COMPULSORY

1. Public Relations Institute of Southern Africa (PRISA) defines public relations as “the deliberate, planned and sustained effort to establish and maintain mutual understanding between the organization and its various publics – both internal and external” (Skinner & Von Essen, 1998). Discuss the eight (8) key words underlined in this definition and their importance in public relations practice. **(25 Marks)**

ANSWER ANY OTHER THREE (3) QUESTIONS FROM BELOW

QUESTION 2

Public Relations has come of age as a result of the confluence of four general factors in our society. With examples, discuss these four (4) factors. **(25 Marks)**

QUESTION 3

Discuss Public Relations in relation to the other management functions, namely: The General Management Function; The Financial Function; The Production Function; The Marketing Function; The Purchasing Function; The Human Resources Management Function. **(25 Marks)**

QUESTION 4

Whether public relations react to a problem or guides the organization proactively through emerging or potential issues, a certain process is followed referred to as the Public Relations Process. In light of this and with suitable examples, discuss the four (4) stages involved in the Public Relations Process. **(25 Marks)**

QUESTION 5

Discuss the nine (9) steps to follow when developing a Communication Plan. **(25 Marks)**

TOTAL 100