

UNIVERSITY OF FORT HARE
COM. 521: PUBLIC RELATIONS AND CORPORATE
COMMUNICATION MANAGEMENT
DEGREE EXAMINATION
NOVEMBER 2018

Time: 3 Hours
Subject: Communication
Paper: Public Relations and Corporate Communication
Management.
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners
PROF. O. OSUNKUNLE

External Examiners
DR. S. TYALI

Instruction

Answer any FOUR (4) questions.

COM 521: Public Relations and Corporate Communication Management

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

QUESTION 1

With suitable examples, discuss the six (6) key qualifications that are essential for every public relations practitioner to succeed in their various tasks. **[25 Marks]**

QUESTION 2

Using a particular organisation as a case study, critically discuss why Public Relations research has become increasingly important in PR practice and decision making today. Give good examples to support your discussion. **[25 Marks]**

QUESTION 3

As part of their functions, Public Relations practitioners are to regularly organize events on behalf of their organizations. With this statement in mind, discuss the guidelines to be followed in planning a successful function. **[25 Marks]**

QUESTION 4

Discuss why it is important for Public Relations Officers to be well versed in various methods of budgeting while also highlighting the advantages of public relations budgeting. **[25 Marks]**

QUESTION 5

The Internet offers Public Relations Practitioners a lot of unique benefits. With suitable examples, discuss any six (6) of these benefits. **[25 Marks]**

QUESTION 6

Every Public Relations Association across the globe has a Code of Conduct to guide their members to be professionally responsible. With this statement in mind, discuss the Code of Conduct of Public Relations Institute of Southern Africa that guides Professional Conduct and Conduct towards clients / employers. **[25 Marks]**