



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
DIPLOMA IN PUBLIC RELATIONS

ORGANISATIONS AND SOCIAL RESPONSIBILITY

DPR 109

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: FEBRUARY 2023

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Explain the relevance of organisational social responsibility to the planning of public relations programs in the organization of your choice. (25 Marks)
2. Examine the core principles of organisational/corporate social responsibility using examples from an organization of your choice. (25 Marks)
3. 'Corporate social responsibility is not linked to public relations' Discuss.
(25 Marks)
4. Discuss any 5 ways in which public relations may benefit from organizational social responsibility programs. (25 Marks)
5. With the aid of examples, analyse the 'sustainability versus the profiteering' mantra of organizational social responsibility. (25 Marks)
6. Organizational social responsibility is just another version of public relations. Discuss.
(25 Marks)

End of Paper