



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**  
**DIPLOMA IN PUBLIC RELATIONS**

**MEDIA AND INFORMATION PUBLICITY**

**DPR 108**

**PART 1 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: FEBRUARY 2023**

**Time: 3 Hours**

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**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. “As a principle of good public relations, silence or no comment are the worst choices a practitioner can make when confronted with a media enquiry” Examine this assertion in relation to media management in PR. (25 Marks)
  
2. Citing practical examples, critic the challenges that are faced by PR practitioners in the face of advancing information technologies. (25 Marks)
  
3. Using examples, examine the differences between advertising and public relations in Zimbabwe. (25 Marks)
  
4. Discuss the best way that an organisation may use to introduce its new Director of Operations to the public. (25 Marks)
  
5. Examine the procedures for preparing and executing a press conference as a tool for Information publicity. (25 Marks)
  
6. Explain the following as they are used in the discipline of Public relations:
  - (i) Press Release (5)
  - (ii) Press Kit (5)
  - (iii) Press statement (5)
  - (iv) Press Conference (5)
  - (v) Press Briefing (5)

***End of Paper***