

# BINDUR UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PROGRAMME: PROFESSIONAL DIPLOMA IN PUBLIC RELATIONS AND  
CORPORATE REPUTATION MANAGEMENT

DIGITAL STRATEGY PR014

P- JUN 2023

EXAM DURATION: 3 HOURS

## INSTRUCTIONS:

Read the questions carefully before attempting them

**SECTION A - ALL** questions are compulsory (Total mark allocation - 60 marks)

**SECTION B** – Answer any 2 (**TWO**) questions (Total mark allocation - 40 marks)

Mark allocation is shown at the end of each question

## SECTION A - COMPULSORY

1. Discuss, using relevant models and frameworks, the factors of the digital macro and microenvironment that may influence your organisation to adopt digital PR programs. (35 marks)
2. Critically analyse the level of readiness by your organisation to fully adopt the new media in its corporate reputation management initiatives. Your response should consider; Agility, structure, systems, skills, strategy and resource-based view. (25 marks)

## SECTION B – ANSWER ANY 2 (TWO) QUESTIONS

3. Using examples, explain how the RACE model could be used to develop digital PR objectives. (20 marks)
4. Recommend and justify 5 (five) digital metrics for the evaluation of the effectiveness of your organisation's website and its social media handles. (20 marks)
5. Discuss, using practical examples, the advantages and disadvantages of paid, owned and earned media. (20 marks)

6. With the use of a customer persona, identify 5 (key) changes in your organisation's customer online behaviour, tastes and preferences. (20 marks)

**THE END**