



ROBERT MUGABE SCHOOL OF HERITAGE AND EDUCATION

**DEPARTMENT OF HERITAGE, HISTORICAL & SUSTAINABLE
DEVELOPMENT**

**BACHELOR OF ARTS HONOURS DEGREE IN ARCHAEOLOGY, MUSEUMS AND
HERITAGE STUDIES**

LEVEL 2

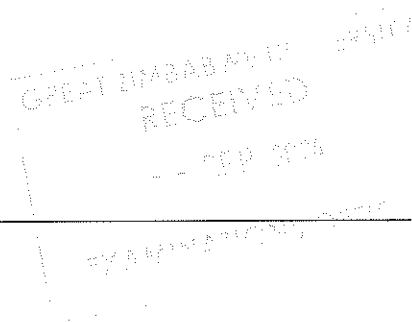
SEMESTER 1

EXAMINATION QUESTION PAPER

HMUS201: PUBLIC RELATIONS AND MUSEUMS

MONTH: 2024

DURATION: THREE HOURS



INSTRUCTIONS TO CANDIDATES:

- 1. Answer THREE Questions.**
- 2. Choose at least ONE question from each section.**
- 3. Each question carries 25 marks.**
- 4. Good command of English will be credited.**

Section A

1. Using relevant examples, outline and evaluate the strategies commonly used by museums to engage the public in its programmes and activities.
2. Discuss any four public relations models and their applicability in museum institutions.
3. Identify and explain the six fundamental requirements for museum public relations.

Section B

4. Grinig and Repper (1992) emphasise that in order for public relations to be used effectively, practitioners should do research into the characteristics of their target audience. Discuss this view in relation to museum institutions.
5. Using a case study of your choice, identify a range of museum barriers that are hindering both physical and intellectual access and explain how the museum's public relations department can help solve them.
6. Explore how the Great Zimbabwe site museum can use new media technologies to enhance public relations and marketing of the World Heritage Site.