

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER (2007)

DEGREE/DIPLOMA AND YEAR OF STUDY: DEGREE V

TITLE OF PAPER: PUBLIC RELATIONS (BA523)

TIME ALLOWED: THREE (3) HOURS

EXAMINATION INSTRUCTIONS:

1. NUMBER OF QUESTIONS IN THIS PAPER: 6.
2. ANSWER SECTION A, WHICH IS COMPULSORY AND ANSWER ANY THREE (3) QUESTIONS FROM SECTION B.
3. THE MARKS AWARDED FOR A QUESTION/PART OF QUESTION ARE AS INDICATED AT THE END OF EACH QUESTION/PART OF QUESTION.

NOTE:

YOU ARE REMINDED THAT IN ASSESSING YOUR WORK, ACCOUNT WILL BE GIVEN OF THE ACCURACY OF RESPONSES, LANGUAGE AND THE GENERAL QUALITY OF EXPRESSION, TOGETHER WITH THE LAYOUT AND PRESENTATION OF YOUR FINAL ANSWER.

THIS PAPER MUST NOT BE OPENED UNTIL THE INVIGILATOR HAS GRANTED PERMISSION.

GOOD LUCK !!!

CASE STUDY: ARRIVE ALIVE

The World Health Organisation (WHO) estimates that the number of people killed in road accidents worldwide will increase to approximately 2.4 million by the year 2020. This makes road accidents the third highest cause of death internationally, after heart diseases and depression.

In South Africa, approximately 10 000 people (40% of whom are pedestrians) are killed and 150 000 people are injured, in about 500 000 road accidents each year. The cost to government is estimated at more than R13 billion a year. The government's Road to Safety Strategy 2001-2005 aims to improve these statistics through the arrive alive campaign and the creation of the Road Traffic Management Corporation (RTMC), which is responsible for improving vehicle registration, traffic information systems, public communication and traffic law enforcement.

In addition, the Cabinet approved a number of new projects in 2003, including integrated law enforcement, the establishment of a Central Accident Bureau, and community-based coordinating structures.

The goals of the Arrive Alive Road Safety Campaign are to:

- Reduce the number of road accidents in general, and fatalities in particular, by 5% each year,
- Improve road users' compliance with traffic laws, and
- Forge an improved working relationship between traffic authorities in the various spheres of government

The arrive alive campaign pays special attention to pedestrians safety by featuring pedestrian road safety messages in different media. The road safety campaign has also been integrated with main stream curriculae, so that learners from pre-school level to grade 9 are exposed to systematic practical road-safety education as part of the life skills component of their syllabi to pedestrians safety by featuring pedestrian road safety messages in different media. The road safety campaign has also been integrated with main stream curriculae, so that learners from pre-school level to grade 9 are exposed to systematic practical road-safety education as part of the lifeskills component of their syllabi.

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QUESTION 1

- a. Design a public relations programme with all the critical components, featuring the "arrive alive road safety campaign" and the "value of human life".
(15 marks)
- b. What kind of communication program would you launch to accomplish the core objectives of this programme and through what forms of media will the

communication be conveyed? Please give justification for your answer.

(20 marks)

c. In launching the programme, how would you segment your audience for greater support?

(5 marks)

Total

(40 marks)

Section B

(Answer any **three** questions from this section)

QUESTION 2

The government' public affairs unit is concerned with the manner in which the media is dealt with by most government officials. Discuss the rationale for maintaining good relations with the media and advise them on the factors that should be taken into account when dealing with it.

(20 marks)

QUESTION 3

Design a questionnaire with 20 questions evaluating public opinion on a specific issue of concern to any practicing organisation or government. (This must be an issue that appeared in any of the media in Swaziland).

(20 marks)

QUESTION 4

"I find setting-up a Public relations functions to be unnecessarily costly; rather why can't we have all our Public relations functions handled under the marketing department", commented one of the managers at MTN-Swaziland. Critically analyse this statement, supporting the role of public relations.

(20 marks)

QUESTION 5

Develop a checklist for a successful public presentation and it should be categorised according to the following: before hand; during introduction, during the presentation, and at the end.

(20 marks)

QUESTION 6

"Managing crisis requires that managers be very alert to outside and inside influences".

a. Discuss the early warning signs that they should observe as a sign of a crisis situation.

(10 marks)

b. Once the crisis situation has been detected, how should management respond to it?

(10 marks)