

**UNIVERSITY OF SWAZILAND**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION PAPER**

**FIRST SEMESTER, 2013-14**

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**TITLE OF PAPER : PUBLIC RELATIONS**

**COURSE CODE : BA 432**

**TIME ALLOWED : THREE (3) HOURS**

- INSTRUCTIONS :**
- (1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6)**
  - (2) THE PAPER CONSISTS OF SECTIONS A AND B.**
  - (3) ANSWER THE QUESTION IN SECTION A WHICH IS COMPULSORY AND ANY THREE (3) QUESTIONS IN SECTION B.**
  - (4) THE MARKS ALLOTTED FOR A QUESTION /PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION / PART OF QUESTION.**
  - (5) WHERE APPLICABLE, ALL WORKINGS / CALCULATIONS MUST BE CLEARLY SHOWN.**

**NOTE: MAXIMUM MARKS WILL BE AWARDED FOR GOOD QUALITY LAYOUT, ACCURACY, AND PRESENTATION OF WORK.**

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

**SECTION A: COMPULSORY**

**QUESTION 1**      Read the case and answer the questions that follow:

**CASE: RELATIONSHIP WITH COMMUNITY**

The first Earth Summit sponsored by the United Nations was held in Rio de Janeiro in 1992. The world's business and government leaders came together to determine the impact humankind was having on the planet. The Rio Summit came up with a master plan that covered most areas of human activity. It was aimed at minimizing as far as possible the negative effects of rapidly accelerating human development on the natural environment, while at the same time improving the quality of life for every human being. The second Earth Summit was held in Johannesburg in 2002. These two summits, together with dozens of international progress review forums held in the 10 years in between, have succeeded in increasing the awareness of governments, businesses and societies of the malfor accountability for the economic, social and environmental conditions that exist on planet Earth. In particular, the Johannesburg Summit highlighted the need for governments and businesses to partner each other in improving the quality of life of poorer communities. Poor communities generally do not enjoy the same advantages as more affluent communities, which is why they are often referred to as disadvantaged communities.

Since the Johannesburg Earth Summit in 1992, there has been a growing recognition that, in addition to their business performance, all organizations are also responsible for the social and environmental impacts that their business activities have. This has resulted in another idea of particular interest to public relations people - the need for what has become known as triple bottom line reporting. Very simply, this means that organizations are increasingly being expected to report not only on their financial performances, but also on their performances in dealing with issues and environmental issues.

**Questions:**

- a) Explain the impact of all the summits held since 1992. **[10marks]**
- b) In consideration of corporate social responsibility, a company's impact on its environment can be felt at three different levels, as advanced by Kitchen (1997). Discuss the levels and support your statements **[15 marks]**
- c) Corporate social responsibility has certain positives and negatives. Explain **[15 marks]**

**[Total marks 40]**

**SECTION B**

Answer any **three (3)** questions from this section.

**QUESTION 2**

Every aspect of public relations plan should be designed such that it is meaningful and valuable to the organization. Explain clearly how you would prepare and activate a typical public relations campaign plan  
**[20 marks]**

**QUESTION 3**

Despite the stereotypes that still overhang the Public Relations field, public relations has become relentlessly entrenched as an important and professional component of the 21<sup>st</sup> century society. What are some of the significant yardsticks or trends that indicated that public relations has increasingly come of age? Discuss clearly with specific examples to your country  
**[20 marks]**

**QUESTION 4**

The argument for social responsibility maintains that if organizations wish to sustain their positions of power in society, they have to accept their social responsibilities. Discuss.  
**[20 marks]**

**QUESTION 5**

In conducting public relations research, one should be aware of the principles of public relations research designed by the Institute for Public Relations and Education in 1997. Discuss these  
**[20marks]**

**QUESTION 6**

As a professional public relations manager, employed by a well-established local organization, you are expected to manage the public relations process in a manner that harmonizes both internal and external relationships among individuals and organizations in the society. What fundamental principles would you apply to the public relations process? Explain with examples.  
**[20 marks]**