

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

MAY 2014

TITLE OF PAPER : PUBLIC RELATIONS

COURSE CODE : BA 523/IDE

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 STUDY: ARRIVE ALIVE

The World Health Organization (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 disease 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 curricula, 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.

Questions:-

- (a). Explain the various stages you would follow in designing the public relations campaign programme that you will implement as soon as it is completed **[30 marks]**
- (b). Indicate the appropriate forms of media you could use in communicating the campaign? Please give justification for your answer. **[10marks]**

[Total marks 40]

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION:-

QUESTION 2

Public relations is a process that harmonizes long-term relationship among individuals and organizations in society, as a result it has several purposes (what public relations does). Discuss [20 marks]

QUESTION 3

We have seen that the massive growth in public relations today is a result of certain trends that have contributed greatly to the increased use of public relations. Discuss these trends [20 marks]

QUESTION 4

- a) Most public relations programs aim at persuading their publics to either change their attitude towards the company and its products or continue doing business with it. What factors would you consider in order to persuade your publics? [10 marks]
 - b) Explain with examples, the following situations discussed under Reactive Marketing Public Relations:-
 - i. Product tampering [5 marks]
 - ii. Rumours [5 marks]
- [Total 20 marks]**

QUESTION 5

Discuss the guidelines you would apply in successfully handling customer complaints in communication [20 marks]

QUESTION 6

Discuss with examples, the difference between copyright and trademarks law in public relations [20 marks]