

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

MAY 2016

TITLE OF PAPER : PUBLIC RELATIONS II

COURSE CODE : BA 519

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 need for 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) Discuss the four basic reasons that influence business organizations to engage in social responsibility. **[20 marks]**

- c) Explain the limitations of socially responsible public relations. [10 marks]

[Total marks 40]

SECTION B

Answer any three (3) questions from this section.

QUESTION 2

Given that no matter what method of public relations research is used, the results of the research and the research project itself should always be evaluated. Discuss with clear examples, the guidelines you would follow when evaluating the effectiveness of a public relations programme.

[20 marks]

QUESTION 3

Your organization is preparing to set up an appropriate press conference to unveil, demonstrate and explain to the media a new product in the public interest. Describe the five major decisions to be made in handling a successful press conference.

[20 marks]

QUESTION 4

In dealing with the employee public, employees in organizations have different needs that public relations can help solve through internal communications. Discuss the general employees' expectations from these organizations.

[20 marks]

QUESTION 5

Speech writing is a valuable part of Public relations writing because it is designed to be heard not to be read and as a process has four stages. Discuss the speech writing process.

[20 marks]

QUESTION 6

Using relevant examples, explain the difference between copyright and trademarks law in public relations.

[20 marks]