

Course Code: IDE-BAE 406 1& 2 (M) 2005

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF EDUCATION (ADULT EDUCATION)
FINAL EXAMINATION PAPER, MAY 2005

- TITLE OF PAPER** : **PUBLIC RELATIONS 1 & 2**
- COURSE CODE** : **IDE-BAE 406 1&2**
- DEGREE AND YEAR** : **BAE V**
- TIME ALLOWED** : **THREE (3) HOURS**
- INSTRUCTION** : **1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6).**
- 2. ANSWER ANY FOUR (4) QUESTIONS.**
- 3. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE AS INDICATED ALONGSIDE THE QUESTION.**

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, NEAT PRESENTATION OF WORK AND THE USE OF RELEVANT EXAMPLES.

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GIVEN BY THE INVIGILATOR

QUESTION 1

Using examples from your own environment, discuss the various tools of public relations [25 marks]

QUESTION 2

Describe the major methods of conducting public relations research. [25 marks]

QUESTION 3

(a) Define marketing and distinguish between public relations and marketing. [10 marks]

(b) Discuss proactive and reactive marketing public relations. [15 marks]

QUESTION 4

(a) Define lobbying [5 marks]

(b) Describe the fundamental tasks of a lobbyist [10 marks]

(c) What are the communications activities of investor relations professionals? [15 marks]

QUESTION 5

The Press Conference is probably the most common public relations activity that most public relations officers are expected to organise. Discuss the five major decisions to be made in handling press conferences. [25 marks]

QUESTION 6

(a) What is the acronym method of a public presentation? Discuss each letter and show how it works. [10 marks]

(b) Discuss the steps in the speech writing process. [15 marks]