Course Code: IDE-BAE 406 1& 2 (M) 2007

UNIVERSITY OF SWAZILAND

INSTITUTE OF DISTANCE EDUCATION

BACHELOR OF EDUCATION (ADULT EDUCATION)

FINAL EXAMINATION PAPER, MAY 2007

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.

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

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QUESTION 1

(a)   Define Public Relations   [5 marks]

(b)   Use your own experiences and observations to discuss why every organisation needs to have a public relations practitioner.   [20 marks]

QUESTION 2

"Public Opinion is not necessarily the feelings of everybody on a given issue". Discuss this statement with regards to the uncertainties surrounding the Constitution of Swaziland. In your discussion, include all the factors that influence the formation of public opinion.   [25 marks]

QUESTION 3

(a)   "Lobbying is no difference from corruption". Discuss this statement with reference to the fundamentals tasks and activities of a lobbyist.   [15 marks]

(b)   Discuss the major communications responsibilities of an investor relations (IR) professional.   [10 marks]

QUESTION 4

(a)   In your own words, define ethics.   [5 marks]

(b)   Why is it necessary for politicians to have a code of conduct? Use examples from the current political environment in Swaziland to justify your arguments.   [20 marks]

QUESTION 5

Use examples from your environment to illustrate how Marketing Public Relations (MPR) works. Discuss both proactive and reactive MPR.   [15 marks]

QUESTION 6

(a)   Employees are a company's most vital resource. Discuss, with examples, the expectations of employees from their organisations.   [15marks]

(b)   Use examples to discuss the tools that organisations use to communicate with their employees.   [10 marks]