

UNIVERSITY OF SWAZILAND  
INSTITUTE OF DISTANCE EDUCATION  
IDE - ADULT EDUCATION  
MAIN EXAMINATION PAPER MAY 2008

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

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS  
BEEN GRANTED BY THE INVIGILATOR.

**SECTION A: ANSWER BOTH QUESTIONS IN THIS SECTION**

1. Use the survey method and prepare a research proposal for your final project. You wish to do a project on “The Contribution of Public Relations in the success of the Government of Swaziland.” **[25 marks]**
- 2a). “You have recently been hired as a public relations officer for MZN, a company in the cellular communications industry. The CEO of MZN has asked you to organise a press conference to map out the company’s strategy in Swaziland.”  
Discuss the major decisions that you are going to make in order to make the press conference a success **[15 marks]**
- b). With so many people now using the Internet, how can a company ensure that its image is not compromised? **[10 marks]**.

**SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION**

3. “You have been asked by your community leaders to organise community members to work on a community building exercise.” As a communications major, show how you can use the elements in the communications process to communicate with members of your community **[25 marks]**
4. Handling the media is probably one of the most difficult tasks a public relations practitioner has to deal with.
  - a). Discuss the factors that you need to take into account when handling the media **[20 marks]**
  - b). In your opinion, has the Swaziland Government spokesperson been effective in handling the media? Why or why not? **[5 marks]**
- 5a) 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)**
6. “Public Relations practitioners and lawyers are all the same. They all make a living through telling lies.” Discuss this statement with reference to the similarities and differences between law and public relations **[25 marks]**