

UNIVERSITY OF SWAZILAND

INSTITUTE OF DISTANCE EDUCATION

BACHELOR OF ADULT EDUCATION YEAR V

FINAL EXAMINATION PAPER 2010

TITLE OF PAPER: PUBLIC RELATIONS

COURSE CODE: IDE-BAE 406

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS: ANSWER ANY FIVE QUESTIONS

THIS PAPER IS NOT TO BE OPENED UNTIL THE INVIGILATOR HAS GRANTED PERMISSION.

QUESTION 1

- i. With practical examples, discuss how Marketing Public Relations works (10)
- ii. Distinguish between Proactive and Reactive Marketing Public Relations (MPR). Give relevant examples to support your response (10).

[20 Marks]

QUESTION 2

- i. List and discuss five roles of public relations (10)
- ii. Identify and explain which role would be relevant to you and why (10)

[20 Marks]

QUESTION 3

- i. Explain the meaning of public opinion while relating it to current issues of importance to the Swazi nation (10)
- ii. Indicate five (5) factors that influence the formation of public opinion (10)

[20 Marks]

QUESTION 4

Discuss the major methods of conducting public relations research.

[20 Marks]

QUESTION 5

- i. In your own words, define ethics
- ii. Why is it necessary for individuals in organizations to have a code of conduct?
- iii. Discuss the above two issues in relation to your own organization.

[20 Marks]

QUESTION 6

- i. Using a scenario in the practical group you were assisting, explain the meaning of public relations (10)
- ii. Discuss with examples, why you think every organization should have someone trained in the area of public relations (10)

[20 marks]

QUESTION 7

- i. Discuss the elements of the communication process and how they affect public relations with adults engaged in farming activities (10)
- ii. List and explain two (2) channels of communication you deem useful for public relations when dealing with adult populations in rural settings (10)

[20 Marks]