

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
Bachelor of Education (Adult Education)
2010/2011 Session
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **Public Relations**
COURSE CODE: **BAE 406**
TIME ALLOWED: **THREE (3) HOURS**
INSTRUCTIONS:
1. Answer **FOUR (4)** questions.
2. Number 1 is **COMPULSORY**
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

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

BAE 515: Public Relations I

1. Answer A or B. (30 marks)
 - A: For a specified *problem* facing any focal human entity (organisation, institution, government) of your choice, design a **public relations programme** to solve it. Proceed thus:
 - (i) **List and describe** the elements/components of public relations. (10 marks)
 - (ii) **Lay out** the programme, *concretely* and *exhaustively*. (20 marks)
 - B: Different organisations or sets of professionals may practice public relations differently, but, everywhere, as Grunig and Hunt (1984) claim, public relations has “a place within the management subsystem.”
 - (i) **Identify and explain** the models of public relations, as espoused by Grunig and Hunt. (15 marks)
 - (ii) **Explain** the “systems” perspective of organisations, with particular attention to the “management subsystem.” (10 marks)
 - (iii) What do Grunig and Hunt mean by their claim that public relations has “a place within the management subsystem”? (5 marks)
2. “Public relations revolves around certain core concepts.” **Identify and define** THREE (3) of these core concepts, and then **discuss** their relationship. (10 marks)
3. **Analyse** the work of public relations, that is, break it down into its typical activities. (10 marks)
4. **Analyse the means** of public relations in terms of their major categories. (10 marks)
5. The ethics of public relations may be broken into four categories. **Identify and discuss** these categories, **specifying** at least one code of ethics related to each category. (10 marks)
6. Write BRIEF notes on THREE of the following. (10 marks)
 - (i) Public relations research
 - (ii) Cognates of public relations
 - (iii) Crisis Communications Management
 - (iv) Community OR Employee Relations
 - (v) Writing the news release