

UNIVERSITY OF SWAZILAND  
INSTITUTE OF DISTANCE EDUCATION  
Bachelor of Education (Adult Education)  
2012/2013 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 406: Public Relations

Question 1 carries 40 marks, others 20 marks each.

1. Public relations is a *staff function* which is executed on behalf of organisations and other social entities, and is practiced either on a *corporate* or *consultancy* basis.
  - (i) **Explain** what is meant by referring to public relations as a *staff function*.  
(5 marks)
  - (ii) **Describe** *corporate* and *consultancy* public relations, and then **compare** their advantages and disadvantages.  
(15 marks)
  - (iii) **Expose** the key things involved in managing a corporate public relations department OR a public relations consultancy firm.  
(20 marks)
2. **Read** Attachment 1 carefully. **Identify** the public relations issues raised in the letter-to-the-editor, and then **present** the OUTLINE a public relations campaign you would embark upon to tackle what you consider to be the major public relations problem facing the organisation under the spotlight.
3. Answer A or B.
  - A: **Illustrate** and **list** the generic modes of *public relations communication*; then **explain** each of them with specific examples.
  - B: **Identify** ten (10) *means* or “traditional tactics” involved in the practice of public relations, and then **describe** each one, with regard to a named organisation or any other focal human entity.
4. **Examine** the nature of public relations ethics OR public relations law.
5. **Discuss** the state of public relations in Swaziland today and **comment** on the challenges facing the profession in the country.
6. **Write** CONCISE notes on four (4) of the following:
  - (i) Public image
  - (ii) Usage of the term *public relations*
  - (iv) Crisis management
  - (iv) Media relations OR Press releases
  - (v) Models of PR behaviour
  - (vi) Public relations research
  - (vii) Community relations
  - (viii) Environments of public relations