

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION

Bachelor of Education (Adult Education)

First Semester 2015/2016 Session

EXAMINATION QUESTION PAPER: SUPPLEMENTARY

TITLE OF PAPER: **PUBLIC RELATIONS I**

COURSE CODE: **BAE 515**

TIME ALLOWED: **THREE 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
Question 1 carries 40 marks, others 20 each.

1. **Consider** the following observation; then answer the questions that follow.

Edward J. Robinson (1969) observes that, "The public relations practitioner, no matter what else he may be, is first and foremost a communicator." And it may be added that the PR practitioner employs communication to manage the relationships between organisations and their various publics.

- (i) **List and describe** the various publics of organisations. **(10 marks)**
- (ii) **Examine** the concept of *relationships* by **discussing** its critical aspects, with regard to organisations (or any other special societal entity). **(15 marks)**
- (iii) **Identify and describe** the major modes of public relations communication, with examples. **(15 marks)**

2. **Discuss** the ethics of public relations; OR **examine** the means of public relations.

3. **Analyse** the key concept in the following assertion; then, **make** a case *for* or *against* it, that is, the assertion: "Public relations practitioners are primarily *image makers*."

4. **Examine** one model of the process of public relations.

5. **Describe** how public relations is different from the following: Journalism, Advertising, and Publicity.

6. **Expose** the roles that public relations practitioners play in organisations; OR **discuss** the models of public relations practice, with regard to the evolution of the profession.