

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION

DEPARTMENT OF ADULT EDUCATION

SECOND SEMESTER, 2015/16

EXAMINATION QUESTION PAPER: **MAIN**

PAPER

BAE518: PUBLIC RELATIONS II

TIME ALLOWED:

THREE (3) HOURS

INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

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

BAE518: PUBLIC RELATIONS II

Answer FOUR questions. Each question carries 25 marks.

1. In the words of Lawrence W. Nolte (1979), "One of the most common misconceptions is to think that public relations means propaganda."
 - i) **Define** *propaganda*. (3 marks)
 - ii) **List** the *techniques* of propaganda; then, **describe** each of them. (15 marks)
 - iii) **Explain** why public relations is misconceived as propaganda. (7 marks)
2. For a public relations *problem* of your choice, **design** a campaign to tackle it.
3. *Outfits* of public relations may be *internal* or *external*. **Describe** the structures of PR outfits and **discuss** the advantages and disadvantages of internal and external outfits.
4. **Enumerate** and **describe** the types of public relations research; then **demonstrate** how you would apply a particular type of PR research to a particular problem/issue/matter.
5. **Describe** the *news release*; then, **write** a news release for an organisation that is planning to launch a University Scholarship Scheme (USS) for its community.
6. **Write** CONCISE notes on five (5) of the following:
 - i) Crisis Communication Management
 - ii) Government Public Relations
 - iii) Special Events
 - iv) Media relations
 - v) Environments of public relations
 - vi) Community Relations OR Employee Relations
 - vii) Means of public relations
 - viii) Fundamentals of PR Writing