

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION

DEPARTMENT OF ADULT EDUCATION

SECOND SEMESTER, 2015/16

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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. **Identify** and **explain** (a) the *phases* and (b) the *elements* of a public relations campaign OR **design** a public relations campaign for a *problem* of your choice.
2. **Analyse** the environments of public relations; then **discuss** the public relations environment of Swaziland.
3. **Examine** the various types of public relations research, and **comment** on the importance of research to public relations.
4. **Describe** two types of messages that are written by public relations practitioners; then, **write** one of the two messages, **stating**, first, the public relations problem it is meant to address.
5. **Discuss** the nature of propaganda with particular regard to public relations.
6. **Write** CONCISE notes on five (5) of the following:
 - i) Misconceptions about public relations
 - ii) Government Relations
 - iii) Crisis Communication Management
 - iv) Special Events
 - v) Media Relations
 - vi) Community Relations
 - vii) Public relations outfits
 - viii) Government Public Relations