

UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

Bachelor of Education (Adult Education)

First Semester 2016/2017 Session

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **PUBLIC RELATIONS I**

COURSE CODE: **BAE515**

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 REGULATOR.

BAE515: PUBLIC RELATIONS I

Question 1 carries 40 marks, others 20 each.

1. “The public relations practitioner, no matter what else he may be, is first and foremost a communicator. Practically all the problems he encounters in his daily work can be translated into a communication context; to achieve his goals, the practitioner ultimately uses some form of communication...”(Robinson, 1969: 18)
 - (i) **Amplify** the assertion above by using two models of the process of public relations that show the place of communication. (15)
 - (ii) **Illustrate** and **explain** the generic modes of Public Relations Communication. (15)
 - (iii) **State** a goal or problem of public relations and show how you would use communication to achieve or solve it. (10)
2. **Identify** and **discuss** the “three senses” in which the term *public relations* may be used.
3. **Outline** the evolution and history of public relations.
4. **Examine** the means of public relations OR **explain** the aspects of public relations ethics.
5. The work of public relations entails diverse activities. **List** five PR activities; then, explain each of them.
6. **Discuss** THREE of the concepts that define the nature of public relations.