

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION

306

Bachelor of Education (Adult Education)

First Semester 2017/2018

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: PUBLIC RELATIONS I

COURSE CODE: BAE515

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.**

BAE 515: Public Relations I
Each question carries 25 marks.

1. **Identify** three senses in which the term “Public Relations” may be used; then, **explain** each of them, with vivid examples.
2. Public relations is practised on behalf of particular focal social entities. **Identify** and **describe** these entities and **analyse** the generic modes of communication involved in the practice of public relations.
3. Public relations is executed through various *means*. **Examine** the means of public relations and **explain** THREE of them in terms of their nature and use.
4. A review of its popular definitions reveals that public relations has certain vital concepts that capture its essence and underlie the efforts of its practitioners. **Identify** FIVE quintessential concepts of public relations and **explain** them.
5. **Analyse** TWO models of public relations OR **examine** FIVE public relations activities
6. **Discuss** the ethics of public relations.