

UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

Bachelor of Education (Adult Education)

SECOND SEMESTER 2017/2018

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **Public Relations II**

COURSE CODE: **BAE518**

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. Answer FOUR 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 carries 25 marks.

1. In the real world of public relations, there is Corporate Public Relations and there is Consulting Public Relations. **Examine** each of these forms or areas and **state** their advantages and disadvantages, with regard to practitioners in the areas.
2. **Describe** the elements/components of a public relations campaign; then present the **outline** of a campaign you would like to undertake for a named focal social entity.
3. **Enumerate** the major types of public relations research (according to Wimmer and Dominick, 2014) and **explain** each of them.
4. In a systematic way, **describe** four of the following areas of specialisation in public relations: Media or Press Relations, Community Relations, Government Relations, Employee Relations, Special Events, and Crisis Communication.
5. **Distinguish** the *line* and *staff* functions of organisations; then, **discuss** why public relations is labelled as one of the two functions, describing the roles involved.
6. **Discuss** the state of public relations practice in Swaziland, paying particular attention to the challenges which the profession faces.