

UNIVERSITY OF ESWATINI
FACULTY OF EDUCATION

Bachelor of Education (Adult Education)

First Semester Session, 2018/2019

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **PUBLIC RELATIONS I**

COURSE CODE: **BAE515**

TIME ALLOWED: **TWO (2) 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.**

BAE515: PUBLIC RELATIONS I

Each question carries 25.

1. A review of various definitions of public relations reveals the peculiar **elements** that underlie, drive and direct this specialised human activity. And we may abstract the following five elements as the quintessential ones: **Public(s), Public Opinion, Image, Goodwill and Public Interest**.
Choose THREE of these concepts, **define** each one, and **analyse** it.
2. Cutlip et al. (1994) suggest that public relations practitioners play four roles in organisations. **Examine** each role and **discuss** the rationale of the authors' suggestion.
3. **Distinguish** *Activities* of public relations from *Means* of public relations and **identify** FIVE of each. Then, **describe** ONE activity of public relations and ONE means of public relations.
4. With the aid of Grunig and Hunt's (1984) Four Models of Public relations which "can be viewed chronologically," **discuss** the evolution of public relations.
5. Answer **A** or **B**.

A: **Analyse** the four generic modes of public relations communication whose epicenter is the public relations outfit, and then **explain** how public relations practitioners may use any of the modes to achieve a goal of public relations.

B: **Identify** the focal units or entities of society on whose behalf public relations is practised and **discuss** the observation that, "Communication is the instrumentality of public relations – the sine qua non of public relations, its indispensable factor."

6. Answer **A** or **B**.

A: **Compare** and **contrast** public relations with journalism and advertising; then **comment** tersely on the root of the tension or seeming feud between public relations practitioners and journalists.

B: **Analyse** public relations ethics and **discuss** four principles involved.