

UNIVERSITY OF ESWATINI  
FACULTY OF EDUCATION

**Bachelor of Education (Adult Education)**

**First Semester Session, 2018/2019**

**EXAMINATION QUESTION PAPER: SUPPLEMENTARY**

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. “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) **Explain** Robinson’s observation and **underline** it exposing the four roles that PR practitioners play in organisations, according to Cutlip et al. (1994)
2. Given their recurrence in most definitions of public relations, certain elements may be described as quintessential factors in public relations. **Identify** five of such elements, and then **analyse** three of them.
3. Because they are professions of mass communication, public relations, advertising and journalism have certain things in common. **Discuss** the similarities and differences among these three professions.
4. **Discuss** the history of public relations, based on the Four Models of Public Relations by Grunig and Hunt (1984).
5. The goals of public relations cannot be achieved without certain *activities* and *means*. **Identify** THREE activities and THREE means of public relations; then, **examine** each of them.