

UNIVERSITY OF ESWATINI

FACULTY OF EDUCATION

Bachelor of Education (Adult Education)

SECOND SEMESTER 2018/2019

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 question carries 25 marks.

1. A sound knowledge of the *environment* of the focal social entities on whose behalf public relations is done is a sine qua non for the effective practice of public relations. **Define** the concept of *environment*; then **classify** and **characterise** the environment of public relations, with reference to Eswatini.
2. Organisations handle the function of public relations in different ways. **State** the ways in which public relations is handled in *small* and *large* organisations; then **describe** the typical structure of the public relations department in organisations, with the aid of a diagram.
3. **Explain** the *PR Conversion Process* and **outline** the design of a public relations campaign aimed at realising a particular kind of conversion.
4. Among other things, media relations involves writing and circulating different messages to the Press, for short, *press releases*, the most popular one being the *news* release. **Illustrate** the basic elements of the news release; then **create** one for any organisation of your choice, about any subject of your choice.
5. **Identify** and **describe** FOUR types of *image*, and then **discuss** how you would carry out the task of *creating, repairing* OR *sustaining* ANY of the types of image which you have identified for a specified social entity.
6. **Write** SUCCINCT notes on FIVE of the following.
 - (i) Community relations
 - (ii) Public relations research
 - (iii) Crisis management
 - (iv) Issues management
 - (v) Government relations
 - (vi) Public relations planning
 - (vii) Employee relations
 - (viii) Special events