

UNIVERSITY OF ESWATINI
FACULTY OF EDUCATION
Bachelor of Education (Adult Education)
SECOND SEMESTER 2018/2019

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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. Public relations practitioners are not called *image makers* for nothing. **Define** and **analyse** the concept of image; then **design** an image campaign for an organisation of your choice.
2. **Explain** the parts of a news release; then **write** one for UNESWA about a recent issue or development in the institution.
3. **Identify** and **explain** the ways organisations, small and large, handle the function of public relations, OR **distinguish** Corporate Public Relations from Consulting Public Relations and **describe** their typical structure.
4. **Examine** the significance of the *environment* in public relations; then **analyse** and **characterise** the environment of public relations, paying attention to Eswatini.
5. **Describe** the *PR Conversion Process*; then **design** a public relations campaign for the purpose of realising a specific type of conversion.
6. **Compare and contrast** Community Relations and Employee Relations, OR Crisis Management and Issues Management.