

UNIVERSITY OF ESWATINI
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
BACHELORS' DEGREE IN ADULT EDUCATION LEVEL 5
MAIN EXAMINATION PAPER, NOVEMBER, 2019

TITLE OF PAPER: PUBLIC RELATIONS I

COURSE CODE: BAE 515

TIME: THREE (3) HOURS

INSTRUCTIONS: ANSWER ANY FOUR (4) QUESTIONS

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.**

QUESTION 1

Use relevant examples from your workplace to describe the **four (4)** management functions that public relations perform in organisations. **(25 marks)**

QUESTION 2

"Public relations practitioners are primarily image makers." With the aid of practical examples, identify any **four (4)** principles of public relations in organizations.

(25 marks)

QUESTION 3

"Public opinion refers to the views or decisions of a group of people in connection with identifiable and stated issues". Identify any trending public opinion of your choice in Eswatini. Use the **four (4)** public opinion dimension to analyse your case and support your answer with practical examples. **(25 marks)**

QUESTION 4

"The role of public relations is far-reaching in organizations". Use relevant examples to discuss how you perform each of the **four (4)** public relations roles in your organization.

(25 marks)

QUESTION 5

"The main function of public relations is to harmonise the long term relationships between organization and the publics".

- a) Who are the publics in your organization?
- b) Describe any **four (4)** PR functions that you perform to harmonize the relationships between the publics and your organization? **(25 marks)**