

UNIVERSITY OF ESWATINI  
FACULTY OF EDUCATION  
DEPARTMENT OF ADULT EDUCATION  
MAIN EXAMINATION PAPER, 28 APRIL 2021

**BACHELORS DEGREE IN ADULT EDUCATION LEVEL 4**

TITLE OF PAPER: PUBLIC RELATIONS I

COURSE CODE: AED 409

TIME ALLOWED: THREE (3) HOURS

**INSTRUCTIONS**

1. THERE ARE FIVE QUESTIONS CARRYING EQUAL MARKS
2. CHOOSE ANY FOUR QUESTIONS
3. BEGIN EACH NEW QUESTION ON A NEW PAGE

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

### QUESTION 1

1. Define Public Relations (5 marks)
2. Use relevant examples to discuss the **four (4)** public relations roles played by the Public Relations Officer in your organisation (20 marks)

### QUESTION 2

1. Define publics in Public Relations (5 marks)
2. Use relevant examples to classify the publics in your organisation. (20 marks)

### QUESTION 3

Use context specific examples to compare and contrast the ancient with the modern Public Relations practices in the Kingdom of Eswatini. (25 marks)

### QUESTION 4

1. Define public opinion in Public Relations. (5 marks)
2. Use relevant examples to explain how people's attitudes influence their public opinion. (20 marks)

### QUESTION 5

Use relevant examples to differentiate between public relations and marketing. (25 marks)