

UNIVERSITY OF ESWATINI
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
MAIN EXAMINATION PAPER, NOVEMBER 2021
BACHELORS IN ADULT EDUCATION LEVEL 4

TITLE OF PAPER: PUBLIC RELATIONS II

COURSE CODE: AED 412

INSTRUCTION

- ANSWER ANY FOUR (4) QUESTIONS

DO NOT OPEN THIS PAPER BEFORE THE INVIGILATOR'S INSTRUCTION

QUESTION 1

- a. Define ethics (5 marks)
- b. What are the **four (4)** Public Relations areas that mandate every Public Relations practitioner to ethical conduct (20 marks)

QUESTION 2

Legal and Public Relations counsellors approach situations from different perspectives. Give **five (5)** characteristics that distinguish the Public Relations counsellor from a Legal practitioner (25 marks)

QUESTION 3

- a) Define Corporate Social Responsibility (5 marks)
- b) Narrate any **four (4)** activities that you would like your organisation to give back to the community (20 marks)

QUESTION 4

- a) Define News Release (5 marks)
- b) Prepare a News Release for **The Times newspaper** narrating any four opportunities created by COVID-19 in institutions of Higher Education. (20 marks)

QUESTION 5

Outline the **five (5)** steps that you would follow to address the following PR Crisis.

(25 marks)

Imagine that it's Friday at 5:30 p.m. A reporter calls to say she's learned that one of your most popular products is unsafe and it is going to be recalled. She further says that her several credible sources have confirmed the recall, so she's going to run the story with or without your comment. Her deadline is 6 p.m. You immediately call, text and email the senior executives to let them know that a reporter has heard about the planned recall weeks before your official announcement. The CEO calls you back,

but it's too late. Throughout the weekend, articles, TV reports, blogs and social media posts repeat the first story without your company's comment.