

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH

FINAL EXAMINATION QUESTION PAPER 2005

**TITLE OF PAPER : PUBLIC RELATIONS PRACTICE:
MANAGERIAL CASE STUDIES & PROBLEMS**

COURSE CODE : JMC 305

TIME ALLOWED : THREE (3) HOURS

- INSTRUCTIONS :**
- 1. ANSWER ANY FOUR (4) QUESTIONS.**
 - 2. NEATNESS AND GRAMMAR WILL COUNT IN GRADING.**
 - 3. EACH QUESTION CARROES 15 MARKS.**
 - 4. THIS PAPER CONSISTS OF THREE (3) PAGES, COVER PAGE INCLUDED.**

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

QUESTION 1

Marks will be awarded on the following basis:

- **Your ability to design a realistic, planned and achievable Media Strategy.**
- **Original and creative ideas for communicating your key messages.**
- **You must include at least a Press Release as part of your strategy.**
- **Your ideas for evaluating the effectiveness of your campaign.**

Financial awareness among the youth should start before employment. The University Administration has initiated a high profile publicity campaign to encourage UNISWA students to become financially aware. The campaign will focus on particular problems such as saving, investing and excessive spending. Among the initiatives will be an award for the three UNISWA Campuses and the winner will be the Campus that has a student who has made the highest savings on their annual student allowance. This may be through investing the funds, saving them under fixed deposit or paying in advance for the year's meals.

Your target audiences are:

- UNISWA students and their parents,
- Local banks to encourage them to support the campaign,
- The general public to raise awareness and to warn them of the consequences of poor handling of finances.

Provide a detailed strategy explaining how you would communicate your key message that *financial responsibility is the key to success*.

Choose any three (3) questions.

QUESTION 2

Describe the Four-Step-Process of defining public relations problems, clarifying your answer with a relevant example and an illustration of the process as outlined by Cutlip *et al* (1983).

QUESTION 3

Justify the following statement: 'Some people argue that the only difference between a Public Relations Manager and a Chief Executive Officer is the difference in pay, that is, the CEO is paid more.'

QUESTION 4

You have been assigned to inform the general public about the latest charity endeavours of an organisation in which you are an Information Officer. How would you go about **planning, implementing** and **evaluating** a print media campaign for this task?

QUESTION 5

Briefly discuss each of the following, highlighting at least three critical factors in each:

- a. Pre-conditions of PR practice
- b. PR Budgeting
- c. Communicating in a crisis

QUESTION 6

You are the Public Relations Officer for an organisation whose senior manager is facing a lawsuit for the sexual harassment of a junior secretary. How would you balance keeping the media informed about the case while also protecting the image of the organisation?