

**UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF ENGLISH**

**FINAL EXAMINATION 2006**

**TITLE OF PAPER: PUBLIC RELATIONS**

**COURSE CODE: JMC 205**

**TIME ALLOWED: TWO (2) HOURS**

**INSTRUCTIONS:**

- 1. Answer any three (3) Questions*
- 2. Neatness, grammar and spelling will count in grading.*
- 3. Each question carries 20 marks*
- 4. This paper consists of two pages, cover page included.*

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

**Question 1**

- a) Draw a graphic definition of Public Relations.

*(10 marks)*

- b) Outline the various activities

*(10 marks)*

**Question 2**

Cutlip, Center and Broom have listed categories summarizing what public specialists do at work. Please explain the categories referred to.

*(20 marks)*

**Question 3**

- a) Draw an organization chart to show reporting relationships for a UNISWA Public Relations Department which you recommend to be established.

*(10 marks)*

- b) Explain the relationships within the Public Relations Department.

*(10 marks)*

**Question 4**

Explain the concept of "publics" of Public Relations.

*(20 marks)*

**Question 5**

Outline major requirements for success in public relations.

*(20 marks)*