

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – MAY 2011

TITLE OF PAPER: PUBLIC RELATIONS

COURSE CODE: JMC 205

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (Compulsory)

You are the Public Relations Officer for the Ministry of Education, who is tasked with promoting the new Scholarship Policy among Swazi students in tertiary institutions in the country. Explain how you would go about this process, using the seven steps of a traditional Public Relations Campaign Plan as outlined by Skinner et al (2010).

(20 MARKS)

QUESTION 2

Describe the four roles of a Public Relations practitioner. Are these roles mutually exclusive?

Explain, highlighting the realities of public relations practice in Swaziland today.

(20 MARKS)

QUESTION 3

Distinguish between proactive Marketing Public Relations and reactive Marketing Public Relations.

(20 MARKS)

QUESTION 4

Discuss five rules for communicating in a crisis within the context of Public Relations, which are in direct contrast to legal advice.

(20 MARKS)

QUESTION 5

Describe in detail:

- Why Public Relations is a management function. (10 MARKS)
- What makes Public Relations strategic? (10 MARKS)

(20 MARKS)