

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SUPPLEMENTARY EXAMINATION – 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)

Outline the four categories in which publics can be classified, using examples from the various publics of the University of Swaziland.

20 MARKS

QUESTION 2

How can one evaluate the effectiveness of a Public Relations programme?

20 MARKS

QUESTION 3

What are the key steps in preparing a Public Relations campaign plan? Please provide examples.

20 MARKS

QUESTION 4

Discuss the trends that have contributed to the growth of Public Relations today.

20 MARKS

QUESTION 5

Describe in detail:

- Five principles of Public Relations research.
(10 MARKS)
- Five common objectives of Public Relations research.
(10 MARKS)

20 MARKS

QUESTION 6

Using examples from personal experience, critically analyse the three major elements which play a key role in the formation of public opinion.

20 MARKS