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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER, 2011/2012**

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **PUBLIC RELATIONS II**

COURSE CODE: **JMC 305**

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

INSTRUCTIONS:

1. Answer **FOUR** questions.
2. Number 1 is **COMPULSORY**
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

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

**JMC 305: PUBLIC RELATIONS II**

1. The practice of relations is often manifested in the execution of various programmes, of which the **campaign** is a prominent form. And like organisations or any other human entity on whose behalf it is done, public relations outfits require management.  
(40 marks)
  - (i) **Describe** the essential elements/components of a public relations campaign. (10)
  - (ii) **Explain** what the management of public relations outfits involves. (5)
  - (iii) **Lay out** the *blueprint* of a public relations campaign that you would embark upon to handle a PR problem for any organisation of your choice. (25)
2. **Identify and explain** four key categories of public relations ethics. (20 marks)
3. **Expose** the nature of *media relations* and **comment on** the nature of the conflict that exists between public relations practitioners, specifically, press officers, and journalists.  
(20 marks)
4. "Public relations in Government is essentially Public Information Management."  
**Discuss** what Public Information Management entails. (20 marks)
5. **Prepare** the outline of a speech that will be delivered by the chief executive of an organisation you are working for, on an issue of your choice. (20 marks)
6. **Write CONCISE** notes on three of the following items. (20 marks)
  - (i) Crisis management
  - (ii) Community relations
  - (iii) Image OR public opinion
  - (iv) Sponsorship
  - (v) Public relations research
  - (vi) The state of public relations in Swaziland