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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2011/2012

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER: **PUBLIC RELATIONS II**

COURSE CODE: **JMC 305**

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

INSTRUCTIONS:

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

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

JMC II: PUBLIC RELATIONS II

Each question carries 25 marks.

1. **Design** a public relations campaign for an organisation whose operations have caused hostility in its community.
2. **Discuss** the ethics of public relations citing examples from Swaziland.
3. With the Swaziland context in mind, **examine** the components of Public Information Management.
4. **Write** a speech for the CEO of your company that will be delivered at a shareholders' conference.
5. **Compare** Community Relations with Shareholders Relations.
6. **Discuss** the state of public relations in Swaziland.