

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2015**

**TITLE OF PAPER: COMMUNITY RELATIONS**

**COURSE CODE: JMC 413**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

1. Answer **three (3)** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own example to illustrate your answer(s).
4. For Question 4 you are only required to answer **one** question.

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

### **Question 1: CSR/CSI**

Some would argue that, "The business of business is business". Discuss whether you agree or disagree with this statement with regard to the private sector's relationship with society.

[20 Marks]

### **Question 2: Evolution of Community Relations**

Explain what role consumer, employee and community attitudes played in making community relations a function that goes beyond a company's contributions and involvement with charitable organisations.

[20 Marks]

### **Question 3: Public Environment**

Describe the range of expectations that a company such as Royal Swaziland Sugar Corporation (RSSC) and the communities of Simunye and Mhlume would have for each other. In your answer clearly state the type(s) of community they represent and how they would affect the company's license to operate.

[20 Marks]

### **Question 4: The Neighbour of Choice Principle**

**Answer One of the following questions:**

You are the community relations consultant for the Swaziland Electricity Company (SEC) and they are in the process of opening an electricity generation plant in the Malkerns area. Such a plant carries obvious environmental and health consequences for nearby communities, hence discuss:

A) The role relationship outreach programmes can play in building trust and comment on the potential problems a community relations practitioner could anticipate solving if they implement this strategy early on.

[20 Marks]

**OR**

B) What type of community programmes would you advise the company to implement so that they respond quickly and genuinely to the concerns that the community have for themselves.

[20 Marks]

**OR**

C) The steps involved in planning and implementing a community relations programme that responds to the community's needs and strengthens their quality of life while still maintaining the company's long-term economic interests.

[20 Marks]