

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**SECOND SEMESTER SUPPLEMENTARY EXAMINATION PAPER –
JULY, 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

Discuss the view that corporate philanthropy is too small and not strategic enough to bring about real change in communities. Contextualise your discussion within the Swazi/African context.

[20 Marks]

Question 2: Evolution of Community Relations

Community relations was initially evidenced when companies made contributions in the form of money to the CEO's favourite charities. Discuss how community relations has evolved to the point where it is not simply once-off social engagements by management.

[20 Marks]

Question 3: Public Environment

President of BP Chemicals Gary Greve cautions that companies that ignore community expectations do so at their own peril. In the light of this warning, discuss why community relations is believed not to be an option, even for presumably powerful companies, in today's society as well as the applicability of this statement to Swaziland.

[20 Marks]

Question 4: The Neighbour of Choice Principle

Answer One of the following questions:

There are various programmes and activities that a mining company can implement to create a positive impact and in essence be a "neighbour of choice" in the community in which it operates. Discuss the programmes and activities that you would advise the company to implement in order to

A) Establish ongoing relationships with key community individuals, groups, and organisations.

[20 Marks]

OR

B) Institute procedures that anticipate and respond to community expectations, concerns, and issues that can have a possible impact on the company's operations.

[20 Marks]

OR

C) Address community needs as well as help the company remain competitive.

[20 Marks]