

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2016

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 examples to illustrate your answers.
4. For Question 4 you are only required to answer either A, B or C.

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

Question 1: Public Environment

Discuss why a company's ability to survive and thrive depends on balancing its economic and societal concerns. In your answer refer to why local communities can claim to have a stake in a company's operations.

[20 Marks]

Question 2: CSR/CSI

Discuss the relevance of the view that current community involvement is "no longer about taking allocated funds or second-hand equipment and 'gifting' them to a pre-selected cause, then walking away with the belief that you have made a difference and invested in a community."

[20 Marks]

Question 3: The Evolution of Community Relations

Discuss how the mantra (belief system) of the business sector has evolved from "profit" alone into "profit, people, and planet." In your answer state how these changes have created a foundation for present-day community relations.

[20 Marks]

Question 4: The Three Strategies for Becoming a Neighbour of Choice

Answer either A or B or C:

A) Discuss some of the attitudes and behaviours that company executives of a multinational corporation operating in Swaziland would need to adopt in order to build trust with community representatives such as traditional leaders during a formal meeting.

[20 Marks]

OR

B) Discuss how a mining or extraction-based company can establish an effective community relations programme that shows the company's genuine interest in community concerns and commitment to responding to them. Also comment on how the absence of such a mechanism could affect company-community relations.

[20 Marks]

OR

C) As much as community support programmes are about executing external practices and strategies, discuss the internal evaluations a company would first have to undertake before addressing a community's needs. Also comment on the importance of including this step.

[20 Marks]

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SUPPLEMENTARY EXAMINATION PAPER – JULY, 2016

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 examples to illustrate your answers.
4. For Question 4 you are only required to either A, B or C.

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Question 1: Public Environment

Describe the new reality that companies have to take into account when developing an external affairs strategy.

[20 Marks]

Question 2: CSR/CSI

Drawing on the case studies examined in the course, discuss the significance and implications of the shift from a hand-out philosophy to a more developmental approach within the field of corporate social investment.

[20 Marks]

Question 3: The Evolution of Community Relations

Discuss how the involvement of companies in communities has significantly changed since the 1960s. Also comment on how these changes have affected present-day community relations programmes.

[20 Marks]

Question 4: The Three Strategies for Becoming a Neighbour of Choice

Answer either A or B or C:

A) Discuss the different relationship building programmes that a company may use to maintain its license to operate and open up dialogue with key individuals and groups in a site community.

[20 Marks]

OR

B) During the time Salgaocar was operating in Swaziland, residents of Ngwenya and surrounding areas expressed concern about the iron ore dust that was emitted in the process of digging, collecting and transporting the mineral debris and how they were forced to drink contaminated water because of the dust spillage into a nearby river.

- (i) Identify the type(s) of community concerns implicit in the above example.
- (ii) Discuss how a mining company like Salgaocar could have quickly and sincerely responded to community's issues and concerns.

[20 Marks]

OR

C) Discuss how community support programmes may be used to create a win-win situation for both the company and the community.

[20 Marks]