

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2017

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.

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

Question 1

One mining executive noted, "If we cannot get it right above the ground, we cannot get the stuff underground." Discuss why a mining company's commitment to sound community engagement may be an important factor in effectively managing its business operations.

[20 Marks]

Question 2

A) Discuss how South African companies have reshaped and changed their organisational practices, since adopting the development approach, to accommodate the business community's growing responsiveness to social concerns. (12)

B) Comment on the extent to which some of the above organisational practices are reflected in companies operating in Swaziland. (8)

[20 Marks]

Question 3

Discuss how the concerns of stakeholder groups, such as investors, government agencies and employees, may compel companies operating in Swaziland to embrace socially responsible behaviour.

[20 Marks]

Question 4

Discuss why the practice of Corporate Social Responsibility (CSR) is typically viewed as not offering sustainable benefits for both the community and company.

[20 Marks]

Question 5

Discuss the multiple avenues available for a company like the Royal Swaziland Sugar Corporation (RSSC) to liaise with community representatives from surrounding communities so that it preserves its license to operate.

[20 Marks]

Question 6

Discuss the necessity of a strategic alliance between companies, government, and communities in order to implement programmes that, for example, address high unemployment rates and inequality in the education environment in the country.

[20 Marks]