UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2018

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

In the context of today's public environment, discuss why even local companies need to concern themselves with both their "license to operate" and "social license", and how the two complement each other.

[20 Marks]

Question 2

Focusing on the 1970s and 1980s:

a) Discuss how scholars expanded on the concept of social responsibility, and (14)

b) What other factors may have prompted American companies to look beyond their economic obligations during this time period. (6)

[20 Marks]

Question 3

Discuss how companies can best design their Corporate Social Investment (CSI) programmes so that they:

a) Adequately address socio-economic issues in the community; (12)

b) Create an enabling environment for employee volunteerism (EV). (8)

[20 Marks]

Question 4

Discuss how partnering with civil society organisations may help a company successfully deliver on their 'neighbour of choice' commitments. Comment on how a company ensures that it chooses the correct organisation to work with.

[20 Marks]

Question 5

Communities sometimes express frustration that companies show up on their doorstep to consult on an issue and then are not heard from again.

a) Discuss how companies can show that they view engagement with the community as a long-term undertaking. (15)

b) Briefly explain why it is good practice to follow up with community stakeholders with whom a company has consulted. (5)

[20 Marks]

Question 6

It is reported that the three main skills needed by community relations managers is: business skills, people skills, and technical skills (Career Service, 2009). Explain what each skills set includes and how it may help a community relations manager fulfil the role within the company and community.

[20 Marks]