

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2018/2019 EXAMINATION QUESTION PAPER: MAIN**

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**TITLE OF PAPER: PUBLIC RELATIONS CAMPAIGNS AND CASES**

**COURSE CODE: JMC 414**

**TIME ALLOWED: TWO (2) HOURS**

**INSTRUCTIONS:**

- 1. ANSWER THE COMPULSORY QUESTION IN SECTION A**
- 2. ANSWER ONE (1) QUESTION ONLY IN SECTION B**
- 3. POOR SPELLING AND GRAMMAR WILL BE PENALISED**

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

## **SECTION A- ANSWER THE COMPULSORY QUESTION**

### **Question 1**

You are the Public Relations manager of the Premier Bakeries and you have been tasked with drafting a PR Campaign plan for the organisation's re-inforcement campaign aimed at encouraging the company's customers to remain loyal.

- a) Draft your detailed campaign plan using the steps discussed in class. [30]
- b) Explain the relevance of such a campaign for the company and for its publics. [10]

## **SECTION B – ANSWER ONE QUESTION ONLY**

### **Question 2**

Discuss the role of research in the development of Public Relations campaigns. [20]

### **Question 3**

Public relations as a function is treated differently within companies. In some companies it is a fully-fledged department, while in others it is bunched together with other functions, and in other companies it is non-existent. With reference to this statement, discuss the impact of each of these circumstances on a company's overall success [20]

### **Question 4**

Discuss the benefits and demerits of using social media in developing Public Relations campaigns. [20]

### **Question 5**

Discuss the importance of following ethical principles when designing public relations campaigns. [20]

### **Question 6**

Design a Public Relations campaign for the Ubusha Betfu Foundation, an organisation that seeks to empower the youth of Eswatini. Focus on the aspects of awareness and education. [20]