

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
IDE - ADULT EDUCATION
MAIN EXAMINATION PAPER MAY 2009

TITLE OF PAPER : PUBLIC RELATIONS 1 & 2
COURSE CODE : BAE 406 - 1 & 2
DEGREE AND YEAR : BAE V
TIME ALLOWED : THREE (3) HOURS
INSTRUCTIONS :
1. ANSWER ANY FOUR (4) QUESTIONS
2. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE AS INDICATED ALONGSIDE THE QUESTION

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.

- 1 "Public Opinion is not necessarily the feelings of everybody on a given issue." Discuss this statement with regards to the uncertainties surrounding the Constitution of Swaziland. In your discussion, include all the factors that influence the formation of public opinion. **(25 marks)**
2. The News Release is probably the most common public relations writing that most public relations officers are expected to prepare:
 - a) Discuss the various types of news releases **(15 marks)**
 - b) Describe the major parts of a news release **(10 marks)**
- 3a) Employees are a company's most vital resource. Discuss, with examples, the expectations of employees from their organisations **(15 marks)**
- b) Using examples, discuss the tools that organisations use to communicate with their employees **(10 marks)**
- 4a) In your own words, define ethics **(5 marks)**
- b) Why is it necessary for people in public office to have a code of conduct? Use examples from the Swazi environment to justify your arguments **(20 marks)**
- 5 Use examples from your environment to illustrate how Marketing Public Relations (MPR) works. Discuss both proactive and reactive MPR **(25 marks)**
6. Discuss the elements of the communications process and show how the presence of 'noise' at each stage in the process influences the dissemination of information. **(25 marks)**