

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
EXAMINATION QUESTION PAPER: MAY, 2008

TITLE OF PAPER: **ADVANCED PUBLIC RELATIONS**

COURSE CODE: **JMC 305**

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

- INSTRUCTIONS:**
1. Answer Question 1 and any other two questions.
 2. Each question carries 20 marks.
 3. This paper consists of two (2) pages, cover page included.

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

Answer Question 1 and any two (2) questions.

Question 1 (Compulsory)

- (a) Skinner, von Essen and Mersham maintain that a traditional public relations program consists of seven important elements. Explain these elements. (7 marks)
- (b) Reproduce a model of running a PR program as modified by Skinner, Von Essen and Mersham. (13 marks)

Total (20 marks)

Question 2

- (a) In preparing for an exhibition, experience and research have shown results do not always pay the time, cost, and effort involved. Outline problem areas likely to be encountered in the preparation. (12 marks)
- (b) Staff behaviour can make or break all the hard work done to prepare and build an exhibit. In terms of the stand staff, explain what the staff should and should not do. (8 marks)

Total (20 marks)

Question 3

Newsom, Turk and Kuckeberg have produced a Typical Audit Procedure which applies to either opinion audits or communication audits. Reproduce this audit procedure organogram.

(20 marks)

Question 4

Psychologist Abraham Maslow has developed a theory to explain how people determine their self-interests. Reproduce Maslow's Hierarchy of Needs.

(20 marks)

Question 5

Guth and Marsh have outlined the evolution of public opinion. Analyze the evolution as outlined by the two authors.

(20 marks)