

**UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES**



**DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION**

**FINAL EXAMINATION MAY 2010**

**TITLE OF PAPER : ADVANCED PUBLIC RELATIONS**  
**COURSE CODE : JMC 305**  
**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS:**

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

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

**Question 1 [Compulsory]**

Newsom, Turk and Kruckeberg claim that “most professional PR practitioners recognize that they and their organizations have ethical responsibilities to at least 10 different publics.”

- (a) Discuss in detail the publics referred to by the authors. [10 marks]
- (b) Identify some propaganda devices commonly used to mislead publics. [10 marks]

**Total = [20 marks]**

**Question 2**

In discussing “business correspondence”, Skinner et al have laid emphasis on style. Discuss:

- (a) Points to be remembered in connection with style in business correspondence. [10 marks]
- (b) Design requirements for production of annual reports. [10 marks]

**Total = [20 marks]**

**Question 3**

Discuss:

- (a) The “ten commandments” for publication of journals. [10 marks]
- (b) Techniques for the publication of journals. [10 marks]

**Total = [20 marks]**

**Question 4**

- (a) Using a diagram, explain what Von Essen et al describe as “key stages of a promotion”. [10 marks]
- (b) When arranging an event, describe thirteen guidelines which should assist you in the coordination of a successful function.

[10 marks]

**Total = [20 marks]**

**Question 5**

Mersham et al have advised on points to remember when preparing for an exhibition. Discuss:

- (a) Requirements for a successful exhibit. [10 marks]
- (b) Items making up the total cost of the exhibition. [7 marks]
- (c) Points to remember during the exhibition. [3 marks]

**Total = [20 marks]**