

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2013/2014 FINAL EXAM QUESTION PAPER: MAIN

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 example to illustrate your answer(s).

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

Question 1: Corporate Social Responsibility

- a) How would you define Corporate Social Responsibility? [5]
- b) Why it is important for companies to get involved in CSR projects? [3]
- c) Why is it sometimes called “corporate social investment”. [5]
- d) To support your answer, give specific examples of the activities companies use in implementing CSR programmes. [7]

[20 marks]**Question 2: The Evolution of Community Relations**

- a) Discuss the four developmental stages in the practice of community relations. [16]
- b) Comment on the attitude shift needed by employees of an organisation in order to realise the last stage. [4]

[20 marks]**Question 3: Public Environment**

Explain how communities have become increasingly important in influencing and defining a company’s license or freedom to operate. Your answer should also detail how the psychological contract should be managed in order to maintain this license.

[20 marks]**Question 4: The Principle of the Neighbour of Choice**

‘The essential aim of becoming a “Neighbour of Choice” is to create and build a *legacy of trust*.’

- a) Describe the three strategies for becoming a ‘neighbour of choice’. [10]
- b) Discuss how each strategy plays a role in fostering trust relationships. [10]

[20 marks]**Question 5: Achieving a Competitive Advantage**

‘You are the community relations consultant for a local supermarket called *Swazi Pride*. The owner has asked you to plan a community support programme.’ Write a well-illustrated essay in which you discuss how you would develop a community support programme that helps sustain the competitive advantage of *Swazi Pride*.

[20 marks]

Question 6: Implementing the Neighbour of Choice Principle

Discuss how the different types of communities in which an organisation operates as well the leadership patterns in the community could influence the planning of an organisation's community practices and programmes.

[20 marks]