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UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION

TITLE OF PAPER: PUBLIC RELATIONS CAMPAIGNS AND CASES

COURSE CODE: JMC 414

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. ANSWER FOUR (4) QUESTIONS.**
- 2. THIS PAPER CONSISTS OF FOUR PAGES, COVER PAGE INCLUDED.**

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

ANSWER ANY FOUR (4):

QUESTION 1

LEGAL AND ETHICAL ISSUES

Arthur Page clarified the legal and ethical issues of the public relations field. Expound on the process he developed for formulating an ethical code for corporate communication.

(20 Marks)

QUESTION 2

PR OBJECTIVES

In developing scientific PR objectives, it is essential to include precise milestones that evaluate progress in the realization of set aspirations. Explain what the process takes into account.

(20 Marks)

QUESTION 3

PR OUTCOMES AND CORPORATE OBJECTIVES

Why is it important for the public relations executive to measure public relations outcomes against corporate objectives?

(20 Marks)

QUESTION 4

THE CENTRAL BANK OF SWAZILAND

- a) Define "Stakeholders";
- b) List and explain the various kinds of stakeholders of the Central Bank of Swaziland.

(20 Marks)

QUESTION 5

PR AND MARKETING

Discuss the eight (8) ways in which public relations supports marketing.

(20 Marks)

QUESTION 6

A CORPORATE COMMUNICATION TREND

Among the most alarming trends in corporate communications today is the great amount of outsourcing used by major companies. Wilcox, Ault, Agee, and Cameron (2000) indicate that nearly 47% of Fortune 500 companies are increasingly *outsourcing* communications work to advertising and marketing communications agencies and public relations firms. Explain what this outsourcing trend means for professional communication careers?

(20 Marks)