

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION - MAY 2017

TITLE OF PAPER: PUBLIC RELATIONS CAMPAIGNS AND CASES

COURSE CODE: JMC 414

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. ANSWER ALL QUESTIONS IN SECTIONS 1 AND 2.**
- 2. CHOOSE ONE QUESTION IN SECTION 3.**

SECTION 1

Multiple Choice (answer all questions in this Section for two marks each)

1. Which of the following internet related challenges is most significant in the public relations field?
 - a. representing clients using new social media environments
 - b. finding stable cost effective internet providers
 - c. training staff to use social media
 - d. staying abreast of changing technology

2. What is the primary public relations activity in financial relations
 - a. Measuring investor opinions towards the organization
 - b. Producing the annual report
 - c. Making arrangements and preparing materials for financial meetings
 - d. Writing and disseminating financial news releases

3. Which traditional news criterion would you expect to be the most important in public relations messages distributed through the mass media/
 - a. Proximity
 - b. Timeliness
 - c. Prominence
 - d. Impact

4. Which area of public relations deals with emerging issues and their potential impact on an organization/
 - a. Public opinion
 - b. Issues management
 - c. Public affairs
 - d. Lobbying

5. Approximately half of the public relations practitioners in Swaziland work in which sector
 - a. Government
 - b. Business and commercial sector
 - c. Health care
 - d. Public relations firms

6. The process of identifying publics who are involved and affected by a situation central to an organization is called
 - a. Exploratory survey

- b. Situation interview
 - c. Communications audit
 - d. Stakeholder analysis
7. Which phase of public relations audience research is associated with summative evaluation/
- a. Implementation
 - b. Impact
 - c. Attitude change
 - d. Preparation
8. What should a public relations media practitioner do if faced with a question from the media they are unsure of?
- a. Give the media information irrelevant to the subject asked but factual
 - b. Say the information is presently not for public consumption
 - c. Say you don't know and promise to provide the information at a later stage.
 - d. Say no comment rather than appear un-informed on certain issues.
9. What is the major advantage of organizational publications?
- a. The ability to generate revenue source from sponsoring organizations
 - b. Their ability to deliver specific detailed information to a defined target public
 - c. Their ability to avoid the problems typically associated with two-way media
 - d. Their ability to give sponsoring organizations a means of uncontrolled communication.
10. Which form of communication is most effective in forming or changing predisposition towards an issue
- a. Interpersonal
 - b. Media
 - c. Group
 - d. Public

SECTION 2

Answer all questions for 20 marks each.

1. Describe the typical corporate public relations sub-functions.
2. Explain the concept of branding and its importance in public relations.
3. How can public relations be used in politics, government and new media? Your discussion must cite local examples.

SECTION 3

Choose one question and answer for 20 marks.

1. Discuss the advantages and disadvantages of using surveys in international public relations research
2. Describe the functions of crisis communication and managing corporate expectations and how these concepts are interdependent.
3. Design a Public Relations campaign for the 2017 Earth hour in Swaziland.
4. Critically evaluate five ethical principles that govern good public relations practice.