

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2017/2018 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: PUBLIC RELATIONS CAMPAIGNS AND CASES

COURSE CODE: JMC 414

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. STUDENTS MUST ANSWER TWO QUESTIONS ONLY:**
 - ANSWER THE COMPULSORY QUESTION IN SECTION A
 - ANSWER ONE (1) QUESTION ONLY IN SECTION B
- 2. POOR SPELLING AND GRAMMAR WILL BE PENALISED**

SECTION A- ANSWER THE COMPULSORY QUESTION

Question 1

You are the Public Relations manager of the Swaziland Culture and Heritage Foundation and you have been tasked with drafting a PR Campaign plan for the organisation's re-inforcement campaign aimed at strengthening Swazi nationals' preservation of their cultural heritage.

- a) Draft your detailed campaign plan using the steps discussed in class. [30]
- b) Explain the relevance of such a campaign amongst various publics in Swaziland [10]

SECTION B – ANSWER ONE QUESTION ONLY

Question 2

Discuss the role of research in the development of Public Relations campaigns. [20]

Question 3

Public relations as a function is treated differently within companies. In some companies it is a fully-fledged department, while in others it is bunched together with other functions, and in other companies it is non-existent. With reference to this statement, discuss the impact of each of these circumstances on a company's overall success [20]

Question 4

Discuss the benefits and demerits of using social media in developing Public Relations campaigns. [20]

Question 5

Discuss the importance of following ethical principles when designing public relations campaigns. [20]

Question 6

Design a Public Relations campaign for Women in Business, an organization that seeks to empower women entrepreneurs in Swaziland. Focus on the aspects of awareness and education. [20]