

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2019

TITLE OF PAPER: COMMUNITY RELATIONS

COURSE CODE: JMC 426

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 examples to illustrate your answers.

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

Question 1

Mining companies operating in developing countries constantly deal with discontent and repeated acts of violence from host communities. Discuss how company-community relations may be undertaken in order to create peaceful co-existence between the two parties.

[20 Marks]

Question 2

Discuss how the concepts of 'corporate social responsibility' and 'stakeholder approach to social responsibility' helped to shape the business community's attitudes and actions towards communities during the early days of community relations.

[20 Marks]

Question 3

Discuss the crucial role local companies may play in helping to drive youth employability in Eswatini through their CSI interventions.

[20 Marks]

Question 4

"The best people want to do work that contributes to society, with a company whose values they share, where their actions count and their views matter." Jeroen van der Veer – Committee of Managing Directors, Shell.

In light of the above quote, discuss the various ways wherein the practice of community relations may help a company to be seen as an "employer of choice".

[20 Marks]

Question 5

Residents of Msunduzi in Mbabane have for some years complained about the excessive level of noise created by Solani's operations which have negatively impacted the peace of the area.

Discuss how the establishment's staff may go about consulting with community members in an effort to find a suitable solution to the issue.

[20 Marks]

Question 6

- A) Discuss how companies may maximise the impact of their CSI efforts by adopting a focused approach to achieving socio-economic impact. (15)
- B) Briefly comment on how companies may incorporate a certain level of flexibility within this approach. (5)

[20 Marks]