

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2020/2021 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: COMMUNITY RELATIONS

COURSE CODE: JMC 426

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

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

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

SECTION A-

ANSWER ALL THE PARTS OF THE QUESTION IN THIS SECTION

QUESTION 1

According to Burke (1999, p. ix) through the practice of community relations: “We want to be seen as integral constructive members of the communities in which we operate. We believe this approach to community relations produces an atmosphere where businesses and communities can work together and prosper”.

- a) With reference to the statement above discuss 5 activities a company can engage in to enhance their relationship with their surrounding community. Illustrate your answer with examples. (25)
- b) What are the benefits of good community relations practice for a company? (10)
- c) Why should students like yourself be trained in the art of good community relations practice? (5)

[40]

SECTION B-

ANSWER ONE QUESTION IN THIS SECTION

QUESTION 2

You are the community relations officer for the Lidwala Insurance Company. Discuss how you would bypass the impediment of the lack of an allocated financial budget for a community relations programme that involves assisting the surrounding community in a unique way. (20)

QUESTION 3

Discuss how you would use 3 new media to enhance a community relations programme for a large manufacturing company based in Matsapha during the COVID era. (20)

QUESTION 4

Discuss the importance of community relations programmes from the point of view of the community that is being targeted by company. Illustrate your answer using examples. (20)