

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
MAY 2018

- TITLE OF PAPER :** PUBLIC RELATIONS
- COURSE CODE :** BA 519 IDE
- TIME ALLOWED :** THREE (3) HOURS
- INSTRUCTIONS :**
- (1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6)
 - (2) THE PAPER CONSISTS OF SECTIONS A AND B.
 - (3) ANSWER THE QUESTION IN SECTION A WHICH IS COMPULSORY AND ANY THREE (3) QUESTIONS IN SECTION B.
 - (4) THE MARKS ALLOTTED FOR A QUESTION /PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION / PART OF QUESTION.
 - (5) WHERE APPLICABLE, ALL WORKINGS / CALCULATIONS MUST BE CLEARLY SHOWN.

NOTE: MAXIMUM MARKS WILL BE AWARDED FOR GOOD QUALITY LAYOUT, ACCURACY, AND PRESENTATION OF WORK.

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

SECTION A: COMPULSORY**QUESTION 1****Read the case and answer the questions that follow****CASE STUDY: RELATIONSHIP WITH COMMUNITY**

The first Earth Summit sponsored by the United Nations was held in Rio de Janeiro in 1992. The world's business and government leaders came together to determine the impact humankind was having on the planet. The Rio Summit came up with a master plan that covered most areas of human activity. It was aimed at minimizing as far as possible the negative effects of rapidly accelerating human development on the natural environment, while at the same time improving the quality of life for every human being. The second Earth Summit was held in Johannesburg in 2002. These two summits, together with dozens of international progress review forums held in the 10 years in between, have succeeded in increasing the awareness of governments, businesses and societies of the need for accountability for the economic, social and environmental conditions that exist on planet Earth. In particular, the Johannesburg Summit highlighted the need for governments and businesses to partner each other in improving the quality of life of poorer communities. Poor communities generally do not enjoy the same advantages as more affluent communities, which is why they are often referred to as disadvantaged communities.

Since the Johannesburg Earth Summit in 2002, there has been a growing recognition that, in addition to their business performance, all organizations are also responsible for the social and environmental impacts that their business activities have. This has resulted in another idea of particular interest to public relations people - the need for what has become known as triple bottom line reporting. Very simply, this means that organizations are increasingly being expected to report not only on their financial performances, but also on their performances in dealing with issues and environmental issues.

Questions:-

- a) Explain the impact of all the summits including other international progress review forums held since 1992.
[20marks]
- b) Since the 1992 Earth Summit all organizations are also responsible for the social and environmental impacts that their business activities have. Discuss the four **basic reasons** you have learnt that influence business organizations to engage in social responsibility.
[20 marks]

[Total marks 40]

SECTION B

Answer any three (3) questions from this section.

QUESTION 2

The lawyer as a public relations practitioner can be illustrated by quoting O. J. Simpson's lawyer describing his winning public relations approach (Seitel: 2001). Discuss. [20 marks]

QUESTION 3

When dealing with public relations and the media, it is very essential to have fair and accurate reporting such that the journalists and the public relations practitioners must work as colleagues, rather than as adversaries. Discuss the factors you would consider when handling the media. [20 marks]

QUESTION 4

- a. Lobbyists usually work towards influencing legislation in their organizations' favour and their fundamental task is to inform and persuade. Discuss their activities. [14 marks]
- b. The primary task of government public relations practitioners is to inform and in performing their duties they face a number of obstacles. Explain. [6 marks]

[Total marks 20]

QUESTION 5

Public relations practitioners should always adhere to the professional code of conduct. Using practical examples, discuss the important areas of public relations that require ethical conduct. [20 marks]

QUESTION 6

Employees in organizations have different needs that public relations can solve through internal communications. However, regardless of their status, all employees have **certain expectations** from their organizations. Discuss. [20 marks]