

UNIVERSITY OF ESWATINI

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

**MAY 2019
IDE STUDENTS**

TITLE OF PAPER : PUBLIC RELATIONS II

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: Using the internet to improve the media relations**

One of the most useful ways of communicating is via the internet characterized by its immediacy and the extent of its reach. Many South African decision-makers and executives use it as the strategic news and information resource and it is increasingly used as public face of organizations for launching new products, announcing new policies, or simply setting the record straight.

More and more print-based publications have online versions and there are many new specialized industry-relevant publications that are exclusively electronic. It is essential, therefore, for public relations practitioners to have a good relationship with online publications, as well as with the more traditional media. Online technology has the ability to track and trace the transactions and build portfolios of customers, enabling the practitioner to develop communication campaigns aimed specifically at the stakeholders of the public relations programme. But, in terms of public relations, the internet is not a tool in isolation- it should form part of a holistic campaign to communicate with an organization's stakeholders both internally through its intranet, and externally, through a public web site. The internet has an important place in the public relations practitioner's media plan and in the marketing mix (for a detailed explanation of the new digital media see 'new insights into communication media' by Mersham & Skinner, 2001).

Journalists increasingly regard company web pages as a vital source of information. Practitioners should therefore co-operate with their webmasters to ensure that their web sites are up to date at all times. Sites can also be designed to incorporate the latest media releases. It is the responsibility of the practitioner to see that these media advances are immediately added to the virtual press room.

In addition to providing access to valid information, a well-designed and fully functional website 'pressroom' can save company money, provided the target markets have been conditioned to visit the site. Many companies have slashed the cost of distributing and printing paper-based product lists, media kits and brochures in this way.

One result is fewer phone enquiries when information is available on the web. Public relations and marketing costs can be reduced by providing the most requested information-news releases, new product information, media kits, executive biographies, digitized photos, contact names and numbers, executive speeches, and regulatory filings-online, in one easy-to-access area. For example, General Motors saved considerably when, after post-publication specification

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changes to one of its cars meant correction to 100 different pages of its media kit; it simply updated its on-line version. The Ford motor company claims to have had over 900 photo downloads during the first year its site went live.

QUESTIONS:-

- a) What are your general comments on this new approach in communication especially on the general benefits to public relations practitioners' role? [20marks]
 - b) Discuss how you would create, monitor and maintain a winning web site for your organization. [10 marks]
 - c) Give three major reasons why the internet is here to stay [10 marks]
- [Total marks 40]

SECTIONB

Answer any **three (3)** questions from this section.

QUESTION 2

Public Relations has its own **research** objectives. Discuss clearly with examples, the most commonly used objectives. [20 marks]

QUESTION 3

The arguments for social responsibility specify that if organizations wish to maintain their position of power in society, they have to accept their social responsibilities. Discuss why it is vital that business engage in social responsibility. [20 marks]

QUESTION 4

Discuss the guidelines you would consider when preparing for media interview in order to get the best results. [20 marks]

QUESTION 5

- a) Explain the guidelines used by investor relations specialists when dealing with investors. [12 marks]
 - b) Dealing with consumers has become more difficult since the growth of consumer movement. Explain the four basic principles contained in the consumer bill of rights. [8 marks]
- [Total marks 20]

QUESTION 6

Discuss how the lawyer as a public relations practitioner can be illustrated by quoting O.J. Simpson's lawyer when he described his winning public relations approach. [20 marks]