

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
Bachelor of Education (Adult Education)
2011/2012 Session

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **Public Relations**

COURSE CODE: **BAE 406**

TIME ALLOWED: **THREE (3) HOURS**

- INSTRUCTIONS:
1. Answer **FOUR (4)** questions, **TWO** from each section.
 2. Write **legibly**, that is, **boldly** and **clearly**.
 3. Evince the principles of **composition** and **grammar**.

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

BAE 406: PUBLIC RELATIONS

SECTION A

1. **Discuss** the pedigree of public relations, and **describe** its key *correlates* and *functions*.
2. *Public*, *image*, and *public opinion* are concepts that are critical to the understanding of public relations. **Define** and **analyse** each of these concepts and **state** how vital they are to understanding the nature of public relations.
3. **Examine** the process of public relations.

SECTION B

4. **Design** a public relations campaign to deal with a specific problem facing a focal human unit of your choice.
5. **Explain** the main categories of the *means* of public relations; then, **describe** TWO items in each of the categories, giving specific examples.
6. **Write** CONCISE notes on FIVE of the following:
 - (i) Crisis management
 - (ii) Community relations
 - (iii) Public relations writing
 - (iv) Government public relations
 - (v) Press releases
 - (vi) Public relations research
 - (vii) Issues management