

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES**



**DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

SUPPLEMENTARY EXAMINATION JULY 2010

TITLE OF PAPER : PUBLIC RELATIONS
COURSE CODE : JMC 205
TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS:

1. *Answer Question 1 and any other two (2) Questions*
2. *Each question carries 20 marks*
3. *This paper consists of two pages, cover page included.*

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

QUESTION 1 [COMPULSORY]

Authors Skinner, Von Essen, Mersham and Matau maintain that the process of communication may be hindered in a number of ways. Explain in detail what the authors have said in relation to:

- (a) The main barriers to communication [10 marks]
- (b) The seven Cs of communication. [10 marks]

Total = [20 marks]

QUESTION 2

Describe in detail:

- (a) The function and role of public relations practice. [10 marks]
- (b) Specific areas of Public Relations Specialization. [10 marks]

Total = [20 marks]

QUESTION 3

Describe steps in formal research as outlined by Newson, Tyrk and Kruckeberg.

[20 marks]

QUESTION 4

What changes do you foresee in public relations practice in the near future in Swaziland?

[20 marks]

QUESTION 5

- (a) Why is public relations a management function: [10 marks]
- (b) What makes it strategic? [10 marks]

Total = [20 marks]