



**PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES & LINGUISTICS**

DCM 105: PRINCIPLES OF PUBLIC RELATIONS

SPECIAL EXAM MAY 2020 Semester

ROYSAMBU: DAY

Instructions: Section A is a compulsory question. Section B has FOUR questions, answer any THREE questions.

1. Citing examples from a company of your choice contrast the following terms:

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| i. Public relations and Marketing | (2 marks) |
| ii. Media relations and Customer relations | (2 marks) |
| iii. PR department and PR consultancy | (2 marks) |
| iv. Public relations and Advertising | (2 marks) |
| v. Crisis communication and media relation | (2 marks) |

SECTION B: Answer any THREE questions

2. Public Relations requires a company to determine how an audience will react to its campaigning strategies. In order to do so, the company must figure out who its target audience is, find out what they are thinking and, therefore, discover the behaviour tendencies of that specific audience.

- a. Using examples, discuss any **TWO** theories that Public Relations practitioners can use to predict how audiences will react to the company's campaigning strategies. (6 marks)
- b. Just as individuals have roles, so can whole departments. Discuss how you would as a public relations practitioner apply any **TWO** models while carrying on your collective duties. (4 marks)
3. a) Is public relations a management function? Substantiate your answer. (2 marks)
- b) Define any **FOUR** key words that are used in most definitions that frame today's modern public relations. (2 Marks)
- c) You are applying for the PR Manager position at PAC University, state and justify two key attributes needed to qualify for this position. (6 marks)
4. a) Detail any **FIVE** functions of the PR department of your state government (10 marks)
5. a) Define ethical codes. (2 marks)
- b) Explain the **FOUR** types of obligations that public relations professionals should observe. (8 marks)