



DCM 105: PRINCIPLES OF PUBLIC RELATIONS

END OF TRIMESTER EXAM

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

SECTION A: COMPULSORY

1. You have been hired as a Public Relations Officer in a major organization. State and explain five roles that you will be expected to play. (10 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

2. "Different people consume different media to satisfy their different needs." State and discuss the communication theory which best explains this statement. (10 marks)
3. Briefly explain **FIVE** characteristics of publics. (10 marks)
4. State and explain with clear illustrations any **TWO** steps involved in Public Relations planning. (10 marks)
5. State and explain with clear illustrations **TWO** ethical issues in Public Relations. (10 marks)