



COURSE CODE: DCM105

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

INSTRUCTIONS

1. Question ONE in SECTION A is COMPULSORY
2. Choose any other two questions in Section B
3. Please write legibly

SECTION A- COMPULSORY

QUESTION 1 (30 Marks)

- a) Define the following terms:
 - i. Public Relations- 3 Marks
 - ii. Media Relations- 3 Marks
 - iii. Corporate Social Responsibility- 3 Marks
 - iv. Stakeholders- 3 Marks
 - v. Crisis Communication - 3 Marks
- b) 'Public Relations acts a boundary spanner between an organization and its publics'. Identify SEVEN Publics of Public Relations- 7 Marks
- c) Explain two theories of communication used in PR- 8 Marks

SECTION B- 40 MARKS- Answer any two questions

QUESTION 2 (20 Marks)

- a) PR is tasked with maintaining a good image for the organization. Explain any FOUR Public Relations Images -8 marks

- b) State and explain four key roles that a PR Officer plays in an organization - 12 Marks

QUESTION 3 (20 Marks)

With illustrations, Explain any FOUR eras that shaped the development of Public Relations -20 Marks

QUESTION FOUR (20 Marks)

- a) Define internal communication – 2 Marks
- b) Explain any FOUR roles that internal communication plays in an organization- 8 Marks
- c) With relevant examples, explain **five** ways through which internet enhances internal and external communication in an organization -10 Marks

QUESTION FIVE (20 Marks)

- a) Define the Code of Ethics (2 Marks)
- b) Discuss FOUR values of the Code and Conduct of Ethics for the Public Relations Professional – 12 Marks
- c) Discuss TWO roles of research for a Public Relations Practitioner – 6 Marks