



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

SEPTEMBER – DECEMBER 2017

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: PRC204

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

EXAM DATE: WEDNESDAY 13th DECEMBER 2017

TIME: 2.00PM-5.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- ANSWER ALL QUESTIONS IN SECTION (A) AND ANY TWO IN SECTION B

SECTION A: ANSWER ALL

- Q1a.** Differentiate the term ‘corporate identity’ from ‘corporate image’ any two using appropriate examples to illustrate your answer.
(8 marks)
- b. Briefly discuss any five strengths and five weaknesses of socially responsible Public Relations when it is not practiced in public interest.
(10 marks)
- c. Public Relations is a discipline that helps to foster mutual understanding. Discuss any five reasons why it does or does not qualify as a “profession.”
(10 marks)
- d. Define the term ‘publics’ giving appropriate examples.
(2marks)

SECTION B: ANY TWO QUESTIONS

- Q2a.** Outline ten basic guidelines for building good media relations and working with the press.
(10 marks)
- b. Codes of ethics for public relations practitioners have little impact unless they are accepted and applied by their employers. Analyze this statement using five examples.
(10 marks)
- Q3a.** Describe any five functions of crisis communication.
(10 marks)
- b. Having successfully completed your studies at PAC University, you have been offered a government grant to set up a PR consultancy that would cater for the PR function of governmental organizations. Highlight any five factors you would take into account when setting this up.
(10 marks)
- Q4a.** Internal communication is an important part of Public Relations function. Using any five examples argue convincingly for the importance of this function.
(10marks)
- b. Public Relations is said to be a management function. Discuss any 5 top management’s role in determining the status and role of the discipline.
(10marks)
- Q5a.** It is your first time working in a non-governmental organization as a Public Relations Officer. Unfortunately the organization has not had a PR department before. Explain five ways that will help you to realize your role.
(10 marks)
- b. Describe any two eras in the evolution of PR.
(10 marks)