



**PAN AFRICA CHRISTIAN UNIVERSITY**  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**END OF SEMESTER EXAMINATION FOR**  
**DIPLOMA IN COMMUNICATION**  
**SEPTEMBER-DECEMBER 2019**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: COMMUNICATION, LANGUAGES**

**COURSE CODE: DCM105**

**COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS**

**EXAM DATE: MONDAY 2<sup>ND</sup> DECEMBER 2019**

**DURATION: 2 HOURS**

**TIME: 9:00AM-11:00AM**

**INSTRUCTIONS**

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam paper contains TWO sections.
- Answer **ALL questions in Section A** and **any THREE** questions in section B.
- *ALL PAC University's examination rules and regulations apply*

## **SECTION A (COMPULSORY)**

Q1 a) Define the following terms:

i) Publics of public relations [2marks]

ii) Corporate social responsibility [2marks]

iii) Wish image [2marks]

b) “Public Relations acts as a boundary spanner between an organization and its publics”.

Identify EIGHT Publics of Public Relations. [8marks]

c) Explain four advantages of an in-house public relations department [8marks]

d) Explain two theories of communication used in PR [8marks]

## **SECTION B (ANSWER ANY THREE QUESTIONS)**

Q2. (a) Differentiate between public relations and marketing. [4 marks]

(b) Explain three public relations activities. [6marks]

Q3. Public relations skills and expertise may be used to support the general functions of the organization. Explain five functions of public relations that can assist government ministries to achieve their objectives. [10marks]

Q4. Explain five key tools available for Public Relations. [10 marks]

Q5. States five reasons why we need to plan in Public Relations. [10 marks]

Q6. (a) State two important roles of code of ethics in PR. [2 marks]

(b) List four obligations that a professional PR practitioner should observe. [4marks]

c) Identify four basic Public Relations models according to Grunig. [4marks]