

PART A : Short-Answer Questions (75 marks)

INSTRUCTION(S) : Do **ALL SIX (6)** short answer questions. Write your answers in the answer sheet provided.

1. Define public relations. Make sure your definition covers the key players or areas vital to understanding public relations. And provide specific examples of players involved in a profit-oriented organisation and a non-profit, non-governmental organisation. (12 marks)

2. Explain the following **THREE (3)** major functions of public relations, using specific examples to illustrate. Your answer should also say why each of the functions is necessary.
 - a. industry relations
 - b. community relations
 - c. media relations(12 marks)

3. John Marston (as stated in your textbook) came up with the acronym **R.A.C.E.** to describe public relations as a process. What does each letter in **R.A.C.E.** stand for? And describe each briefly that would explain public relations as a process. (12 marks)

4. If someone came to you and said, "I'm seriously considering a career in public relations," what **THREE (3)** essential career skills you will tell this person to acquire in order to succeed in it. Your answer should briefly describe each skill and explain why it is needed. (12 marks)

5. Twitter as a social media has become an important part of public relations work. Explain **FOUR (4)** basic guidelines for using it effectively in public relations. (12 marks)

6. In a public relations campaign, both strategies and tactics are employed to achieve the desired communication objectives. Explain the difference between a **strategy** and a **tactic**. Provide an **example** to illustrate your answer. (15 marks)

END OF PART A

PART B : Short-Essay Question (25 marks)

INSTRUCTION(S) : There is one case scenario with four questions in this part. Answer all **FOUR (4)** parts of the questions in the Answer Booklet provided.

SCENARIO:

The executive director of a large charitable organisation decides to add a staff member to manage public relations (PR). The executive director sees the function of public relations as only writing publicity releases and feature stories that “tell our story.” She plans to hire one full-time public relations staff and her choice is between a newspaper journalist and a person with an MBA (Master of Business Administration) degree. Neither has a public relations background. When the executive director learns that you are taking this course (*Principles of Public Relations*), she asks for your opinion of her plan. In particular, she wants your informed view on the following **FOUR (4)** questions:

- 1(a) What is two-way communication in public relations today, and why is publicity still relevant or needed? (8 marks)
- 1(b) What is a strength and a weakness of hiring the journalist? (6 marks)
- 1(c) What is a strength and a weakness of hiring the MBA degree holder? (6 marks)
- 1(d) Who will you advise the executive director to hire, and why? (5 marks)

END OF EXAM PAPER