



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

2017/2018 END OF FIRST SEMESTER EXAMINATION

**DEPARTMENT OF COMMUNICATIONS STUDIES
(MIOTSO CAMPUS)**

COMM203 – INTRODUCTION TO PUBLIC RELATIONS

TIME ALLOWED: THREE HOURS

LEVEL 200

STUDENT ID No.....

INSTRUCTIONS:

**SECTION A: ANSWER ALL QUESTIONS ON THE QUESTION PAPER. SELECT /
CIRCLE THE OPTION WHICH BEST ANSWERS EACH QUESTION**

**SECTION B: ANSWER QUESTION ONE (1) AND ANY OTHER QUESTION IN
THE ANSWER BOOKLET**

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY
THE INVIGILATOR.**

LECTURER: EFFIE ANSAH

SECTION A - Answer ALL. Select/circle the option which best answers each question.
[30 Marks]

1. An organisation's acts of commitment towards sustaining the society may be referred to as _____.
 - A. CPR
 - B. CSR
 - C. development
 - D. sustainability

2. All these have, in one way or the other, been linked to historical developments in public relations except _____.
 - A. Don Knowlton
 - B. Jefferson Davis
 - C. Julius Caesar
 - D. St. Augustine

3. The main aim of a crisis management plan is _____.
 - A. damage limitation
 - B. management a crisis
 - C. to create awareness about potential crisis
 - D. to respond to different types of crises

4. A _____ is an in-depth informational piece providing background information on a specific issue, company, and product; and often as an accompanying piece to a press releases for additional information not found in the release.
 - A. backgrounder
 - B. boilerplate
 - C. factsheet
 - D. feature

5. Who said, "There is no such thing as bad publicity?"
 - A. Arthur Page
 - B. Basil Clark
 - C. Edward Barnays
 - D. Phineas Taylor Barnum

6. The ethical behaviour of a company may be its _____.
 - A. its operational objective
 - B. its responsibility towards employees
 - C. its corporate philosophy
 - D. its responsibility towards society

7. The intentional manipulation of public opinion without regard for what is accurate or true is known as _____.
 - A. politicking
 - B. propaganda
 - C. publicity
 - D. spin

8. Choosing a spokesperson to put a consistent face behind your crisis response will make your publics more _____ of your message.
- A. agitated
 - B. agreeable
 - C. forgiving
 - D. receptive
9. During a crisis, employees can _____.
- A. handle questions about the crisis
 - B. respond immediately
 - C. speak to the press
 - D. worsen things by propagating rumours
10. Any response to bad press should be disseminated in _____.
- A. at least one major medium to increase coverage of the corrective measures put in place
 - B. multiple mediums additional to the same medium through which news of the crisis is spread
 - C. the least known medium to reduce further spread of news of the crisis
 - D. the same medium through which news of the crisis first spread
11. _____ is a PR tool used to promote programs, activities, or services of state or local governments and is regarded as serving community interests.
- A. Community Press Release
 - B. Press Release
 - C. Propaganda
 - D. Public Service Announcement
12. _____ is the odd one out.
- A. Boston Massacre
 - B. Boston Tea Party
 - C. Pennsylvania Railroad
 - D. Sons of Liberty
13. Any strategy for crisis management planning include all except _____.
- A. Manage
 - B. Monitor
 - C. Evaluate
 - D. Respond
14. _____ is the odd one out.
- A. Backgrounders
 - B. Features and press releases
 - C. Propaganda
 - D. Social media marketing
15. The worst thing a PR specialist can do is argue, get into a blame game or plead "not guilty" during _____.

- A. bad publicity
 - B. crisis
 - C. crisis management planning
 - D. customer complaints
16. If your organization or client has done something wrong, owning up to it and apologizing guarantees that you will _____.
- A. be easily forgiven
 - B. distinguish yourself
 - C. find a solution to the problem
 - D. win points for being honest
17. _____ can be used to identify potential crises and put in place strategies to respond to different types of crises.
- A. Crisis management
 - B. Crisis management planning
 - C. Damage control
 - D. Public service announcements
18. _____ is carried out on commencement of the planning process of any PR activity.
- A. Formative research
 - B. Interceptive research
 - C. Qualitative research
 - D. Quantitative research
19. Public relations should be based on truth, knowledge and _____.
- A. awareness
 - B. information
 - C. propaganda
 - D. publicity
20. _____ is premised upon any effort based on psychological appeal to teach people what, rather than how, to think.
- A. Public relations
 - B. Propaganda
 - C. Public opinion
 - D. Publicity
21. For aesthetic presentations in _____, consider using subheads where appropriate to make for easier reading.
- A. backgrounders
 - B. factsheets
 - C. features
 - D. press releases
22. Lobbying is often an efficient way of influencing decision-makers, but the success depends on _____ of the lobbyist.
- A. knowledge, resources and contacts

- B. political influence, finance, and power
 - C. resources, political status, and power
 - D. social class, knowledge, and contacts
23. Research is critical in the commencement of the _____ of any communication strategy.
- A. monitoring process
 - B. planning process
 - C. post evaluation process
 - D. pre-launch process
24. As far as the length of a backgrounder is concerned, it is always a good idea for _____ to determine the length of the piece.
- A. both the information and the page number
 - B. the author
 - C. the information, not the page number
 - D. the page number not the information
25. Uses for backgrounders include all except _____.
- A. collateral asset for the product, person or company
 - B. inclusion in an online or print press kit
 - C. preparation documents for a media interview
 - D. talking points for an interview
26. A/an _____ idea is understood, it's remembered, and it changes something.
- A. funny
 - B. opaque
 - C. sticky
 - D. tricky
27. _____ drive action through simulation and inspiration to help people see how an existing problem might change.
- A. PR stunts
 - B. Sentiments
 - C. Statistics
 - D. Stories
28. A/an _____ is a role-play.
- A. Crisis simulation
 - B. Demo
 - C. PR gimmick
 - D. PR stunt
29. Deciding on the key messages the PR professional need to give to stakeholders and the best method to reach each group, briefing spokespersons and preparing them to speak to the media form part of _____ crisis.

- A. managing
- B. monitoring
- C. recreating
- D. responding

30. _____ springs into action when a crisis occurs.
- A. Bad publicity
 - B. Crisis management
 - C. Crisis management planning
 - D. Damage limitation

SECTION B

Answer question ONE (1) and ANY OTHER Question

1. Devise a standard press release to announce Central University's graduation ceremony for the 2017 class. [30 Marks]
 - a) Briefly explain a backgrounder and state four (4) of its uses. (10 Marks)
2. Using the SUCCEsS Model, explain how to make PR ideas and strategies memorable and effective. (30 Marks)
3. Identify the four basic constituents of CSR and outline three responsibilities each. [30 Marks]
4. Identify and explain five (5) common PR tools and techniques adopted by practitioners to increase public awareness for their company, product or client. [30 Marks]

END OF PAPER