



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: 2018/2019

DEPARTMENT OF COMMUNICATIONS STUDIES

COMM203 – INTRODUCTION TO PUBLIC RELATIONS

TIME ALLOWED: TWO AND A HALF 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.
[10 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. A _____ tries to seek the best possible outcome for an organisation, brand or person and its stakeholders in the circumstances
 - A. crisis management
 - B. crisis management plan
 - C. crisis plan
 - D. crisis simulation

3. _____ are often identified according to their relationships to organizations.
 - A. Public
 - B. Shareholders
 - C. Stakeholders
 - D. Target audience

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

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

6. 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

7. 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
8. 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 is spread
9. _____ can be used to identify potential crises and put in place strategies to respond to different types of crises, thus limiting the damage the crisis can cause.
- E. Crisis management
 - F. Crisis management planning
 - G. Crisis planning
 - H. Crisis simulation
10. In public relations and other mass media literature, _____ are often identified according to their relationship to messages.
- A. audiences
 - B. publics
 - C. shareholders
 - D. stakeholders
11. An effective PR can _____ the image of an individual or organisation.
- A. achieve all of the below
 - B. create and build up
 - C. increase or decrease
 - D. limit or expand
12. The worst thing you can do is argue, get into a blame game or plead "not guilty" during _____.
- A. bad publicity
 - B. media accusations
 - C. customer complaints
 - D. crisis
13. If your organization or client has done something wrong, owning up to it and apologizing guarantees that you will _____.
- A. be easily forgiven

- B. win points for being honest
 - C. find a solution to the problem
 - D. distinguish yourself
14. Public relations should be based on truth, knowledge and _____.
- A. awareness
 - B. propaganda
 - C. publicity
 - D. information
15. _____ is intended for when a crisis occurs.
- A. Crisis management
 - B. Crisis management planning
 - C. Crisis planning
 - D. Crisis simulation
16. Lobbying is often an efficient way of influencing decision-makers, but the success depends on our _____.
- A. political influence, finance, and power
 - B. knowledge, resources and contacts
 - C. social class, knowledge, and contacts
 - D. resources, political status, and power
17. There are _____ varieties of lobbying.
- A. two
 - B. three
 - C. five
 - D. seven
18. _____ can and should take place in advance.
- A. Crisis management
 - B. Crisis management plan
 - C. Crisis planning
 - D. Crisis simulation
19. _____ lobbying can take the form of advertising campaigns, media publicity, the filing of lawsuits, and public relations initiatives; or of influencing the people who are in direct contact with the decision-maker.
- A. Direct
 - B. Indirect
 - C. Hybrid
 - D. Mass

20. _____ is a role-play exercise that can give people an insight into what a crisis might be like as well as used as a tool to review and evaluate the plans put in place to manage a crisis.
- A. Crisis management
 - B. Crisis management planning
 - C. Crisis planning
 - D. Crisis simulation

SECTION B

Answer question ONE (1) and ANY OTHER Question

1. Devise a standard press release for this year's graduation ceremony by Central University. [20 Marks]
2. Identify the four basic constituents of CSR and outline two responsibilities. [30 Marks]
3. Briefly describe lobbying as a PR concept and outline five (5) basic rules for effective communication as the basis for successful lobbying. [30 Marks]
4. Identify and explain six (6) basic functions of PR practitioners. [30 Marks]

END OF PAPER