

CENTRAL UNIVERSITY



FACULTY OF ARTS AND SOCIAL SCIENCES DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

END OF FIRST SEMESTER EXAMINATION – 2022/2023

COMM 203: INTRODUCTION TO PUBLIC RELATIONS

LEVEL 200

MORNING

FEBRUARY 9, 2023

DURATION: 3 HOURS

STUDENT ID No. Amc 1210177.....

INSTRUCTIONS:

- (i) Answer ALL questions in Section A and Two (2) questions from Section B.
- (ii) ALL Answers must be provided on the Answer Sheet

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

Dr. Denise Diana Duncan

SECTION A (20 Marks)

1. Public Relations is about how an organisation looks and sounds. True or false? (1 mark)
2. Who helped a company sell bacon, not by promoting bacon itself, but by promoting what all Americans could respond to -- A nutritious breakfast? (1 mark) *Edward Bernays*
3. List three types of Corporate Social Responsibility. (2 marks)
4. Provide two benefits of CSR. (2 marks)
5. What is the success model of communication? (2 marks)
6. List the principles in the success model. (6 marks)
7. Explain each principle. (6 marks)

SECTION B

ANSWER TWO (2) QUESTIONS.

1. Discuss the four roles of the Public Relations practice. (20 marks)
2. a. What are PR tools? (5 marks)
b. Discuss ~~any~~ four (4) Public Relations tools. (20 marks)
3. List and explain the writing process in Public Relations. (20 marks)

END OF PAPER