



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: 2017/2018

DEPARTMENT OF COMMUNICATION STUDIES
(MIOTSO CAMPUS)

COMM312 - ADVANCED PUBLIC RELATIONS

TIME ALLOWED: TWO AND HALF HOURS

LEVEL 300

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

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THE INVIGILATOR

LECTURER: EFFIE ANSAH

Section A— Select /Circle the option which best answers each question (20 Marks)

1. _____ refer to the actual things you execute for each strategic situation.
 - A. Goal
 - B. Objective
 - C. Strategy
 - D. Tactic

2. The _____ model can be used to help develop a PR strategy.
 - A. RACE
 - B. ROAPE
 - C. ROAST
 - D. ROSTE

3. Applying strategy without tactics means _____.
 - A. all of the below
 - B. just a well-documented plan
 - C. no balance
 - D. nothing actually gets done

4. CEOs and managers look for _____ and support for PR concepts.
 - A. connection
 - B. correlation
 - C. logic
 - D. proof

5. Support for PR concepts is based on _____.
 - A. funding
 - B. planning
 - C. research and analysis
 - D. situation analysis

6. In public relations, any group of people tied together by a common bond of interest are known as _____.
 - A. audience
 - B. publics
 - C. stakeholders
 - D. team

7. A PR _____ is the general means by which you will achieve your goal.
 - A. goal
 - B. objective
 - C. strategy
 - D. tactic

8. In applying research to a PR plan, qualitative primary research data help provide _____ and not rules for what strategy may work.
- insight
 - planning
 - results
 - standards
9. Primary research in any PR plan helps determine _____.
- benefits
 - results
 - stakeholders
 - tactics
10. An organisation's acts of commitment towards sustaining the society may be referred to as _____.
- charity
 - philanthropy
 - social responsibility
 - sustainability
11. The ethical behaviour of a company may be _____.
- its operational objective
 - its responsibility towards employees
 - its responsibility towards government
 - its responsibility towards society
12. The intentional manipulation of public opinion without regard for what is accurate or true is known as _____.
- politicking
 - lobbying
 - publicity
 - spin
13. In PR planning, _____ is replicable across a variety of similar but distinct tactical situations.
- goal
 - objective
 - strategy
 - tactics
14. Choosing a spokesperson to put a consistent face behind your crisis response will make the public more _____ by/to/of your message.
- agitated
 - agreeable
 - forgiving
 - receptive
15. 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
16. Any response to bad press should be disseminated in _____.
- A. multiple mediums other than the same medium through which news of the crisis is spread
 - B. at least one major medium to increase coverage
 - 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
17. Research is critical in the commencement of the _____ process of any communication strategy.
- A. evaluation
 - B. monitoring
 - C. planning
 - D. post evaluation
18. A goal is _____ and provides focus for the campaign.
- A. completely measurable
 - B. less measurable
 - C. replicable
 - D. the general outline
19. A PR _____ shows how you use knowledge gained from your primary research to begin achieving your goals.
- A. objective
 - B. plan
 - C. strategy
 - D. tactics
20. External secondary research will include all of the following sources except _____.
- A. best practices
 - B. billboards
 - C. online
 - D. trade organizations

SECTION B: Answer question ONE (1) and ANY OTHER Question

1. (i) For your class project, provide an executive summary of your PR campaign by clearly outlining the core issue(s) identified to be a problem within the University and relate how this affects your studies in general for which reason the issue is problematic.
- (ii) Appropriately identify the target audience for the campaign.

(iii) Clearly outline your campaign goal(s), objectives, strategies, and tactics used. [30 Marks]

2. Briefly explain what a sticky idea is and demonstrate your understanding of how the SUCCESS Model may be used to make PR communications and ideas stick in the minds of your audience. [20 marks]
3. Demonstrate your understanding of the four-step process model, ROPE/RACE, used to develop public relations plans. [20 marks]
4. Explain GOST with examples. [20 Marks]

END OF PAPER