



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: 2020/2021

**DEPARTMENT OF COMMUNICATION STUDIES AND
LANGUAGES**

COMM 312: ADVANCED PUBLIC RELATIONS

TIME ALLOWED: THREE (3) HOURS

LEVEL: 300

INSTRUCTIONS:

ANSWER QUESTION ONE (1) AND ANY TWO OTHER QUESTIONS IN THE ANSWER BOOKLET. (60 MARKS)

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

LECTURER: DENISE DIANA DUNCAN

ANSWER QUESTION ONE (1) AND ANY TWO OTHER QUESTIONS IN THE ANSWER BOOKLET. (60 MARKS)

1. a. Explain to a panel from the Institute of Public Relations (IPR) what your PR project was about and how you executed the project.
b. Enumerate the challenges you faced and how you overcame them. **(20 marks)**
2. Discuss the concept of Corporate Identity and its importance to Public Relations. **(20 marks)**
3. Explain the concept of ROPE in Public Relations to your roommate. **(20 marks)**
4. Corporate image is a net effect of several factors. List and explain five (5) of such factors using Central University as an example. **(20 Marks)**

END