



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

**END OF SECOND SEMESTER EXAMINATION: 2021/2022**

**DEPARTMENT OF COMMUNICATION AND MEDIA  
STUDIES**

**COMM 312: ADVANCED PUBLIC RELATIONS**

**TIME ALLOWED: THREE (3) HOURS**

**LEVEL 300**

**INSTRUCTIONS:**

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

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

**LECTURER: Dr. Denise D. Duncan**

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

1. a. Explain to a panel from the Women in Public Relations (WIPR) what your PR campaign was about and how you executed it.  
b. Enumerate the challenges you faced and how you overcame them. **(20 marks)**
2. As a public relations intern, what are the 6 elements you will consider to help you sell your story to the media? **(20 marks)**
3. Explain to your room mate what the concept ROPE entails in PR **(20 marks)**
4. Corporate image is a net effect of several factors. List and explain seven (7) of such factors using Central University as an example. **(20 Marks)**
5. a. What is corporate identity? **(3 marks)**  
b. What is the purpose of an organisations corporate identity? **(3 marks)**  
c. List and explain seven (7) elements of corporate identity using Central University as an example. **(14 Marks)**