

FIRST YEAR EXAMINATIONS FOR THE AWARD OF THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (Y1 S2)

DJM 0112: INTRODUCTION TO PUBLIC RELATIONS

INSTRUCTIONS

- 1. Do not write anything on this question paper.**
- 2. Answer question ONE (Compulsory) and any other TWO questions.**

QUESTION ONE (30 MARKS)

- Explain the following public relations concepts;
 - Media Release (2 marks)
 - Publics (2 marks)
 - Mission statement (2 marks)
 - Corporate image (2 marks)
 - Media Relations (2 marks)
- Critically analyze **FIVE** ways of enhancing an organization's brand image (10 marks)
- Discuss **FIVE** roles of Public Relations Practitioner in an organization (10 marks)

QUESTION TWO (20 MARKS)

- Explain **FIVE** advantages of using Corporate Social Responsibility (CSR) by an organization (10 marks)
- Explain why you as a Public Relations professional would adopt the Two- way symmetrical model of communication. (10 marks)

QUESTION THREE (20 MARKS)

- 'Public Relations is a management function'. Discuss (10 marks)
- A media release is a piece of news or information that companies send out to inform the public and the press about something noteworthy. Explain any **FIVE** guidelines for writing perfect media release (10 marks)

QUESTION FOUR (20 MARKS)

- Community relation's main objective is to establish and maintain mutually satisfactory relationships with community and special interest groups where an organization has operations. Explain any **FIVE** activities undertaken. (10 marks)
- Distinguish between press agency model and two-way asymmetrical model of public relations (10 marks)

QUESTION FIVE (20 MARKS)

Crisis communication refers to the dissemination of information by an organization to address a crisis that impacts the organization's reputation. Expound on the process of communicating and assessing risk during the technological crisis.