



ALUPE UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER EXAMINATION

FOR THE DEGREE IN COMMUNICATION AND
PUBLIC RELATIONS

COURSE CODE: CPR 212

COURSE TITLE: SURVEY OF PUBLIC RELATIONS

DATE: 13/12/2022

TIME: 9.00AM-12.00PM

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

QUESTION ONE

- (i) Outline five benefits of Public Relations to organizations (10 marks)
- (ii) Highlight five benefits of an internal Public Relations department in comparison to communication consultancies (10 Marks)
- (iii) Highlight five examples of financial publics in Public Relations (10 Marks)

QUESTION TWO

- (i) Your company has launched a new product in the market and is in the process of undertaking a launch of Nika Unisex sneakers. Describe ten key items your event checklist must have in the planning of the event (10 Marks)
- (ii) Draft a press release for this launch (10 Marks)

QUESTION THREE

- (i) Highlight four forms of internal communication (8 Marks)
- (ii) Outline four methods for measuring the effectiveness of Public Relations initiatives (8 Marks)
- (iii) List four tools used in Public Relations practise (4Marks)

QUESTION FOUR

- (i) Outline four ways of undertaking media relations (8 Marks)
- (ii) List six organizational primary publics (6 Marks)
- (iii) List four tactics for enhancing visual communication in presentations (6 Marks)

QUESTION FIVE

- (i) Distinguish between editorial and feature articles (4 Marks)

(ii) Outline four ways a Public Relations practitioner can strive to ensure that the department gets recognized in top management (10 Marks)

(iii) Discuss six ways corporate identity can be enhanced optimally in an organization