

ALUPE UNIVERSITY COLLEGE  
LIBRARY



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*Bastion of Knowledge...*

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

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## UNIVERSITY EXAMINATIONS

### 2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

**FOR THE DIPLOMA IN BUSINESS**

**MANAGEMENT**

**COURSE CODE:DBM 016**

**COURSE TITLE:PUBLIC RELATIONS**

**DATE: 15/04/2019**

**TIME: 3 HOURS**

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### INSTRUCTION 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**

- a) Public Relations department has many functions in an Organization. One of the functions include Corporate Social Responsibility. Explain any other **five** functions of PR **(10 Marks)**
- b) Outline ten qualities that one must possess so as to be an effective PR practitioner **(10 Marks)**
- c) Explain five factors considered when organizing PR activities and event **(10Marks)**

### **QUESTION TWO**

- a) Alupe university interacts with many publics in its day to day activities. Identify any five and explain how the University relate with the publics you identified. **(10 Marks)**
- b) Due to increased challenges in your institution, the manager has opted to consult a PR practitioner. Advise him on the factors to consider when selecting a PR consultant **(10 Marks)**

### **QUESTION THREE**

Discuss the following images as used in Public Relations:

**(20 Marks)**

- i. Mirror image
- ii. Current image
- iii. Wish image
- iv. Corporate image
- v. Multiple image

### **QUESTION FOUR**

Distinguish between Public Relations and the following disciplines

**(20 Marks)**

- a) PR and marketing
- b) PR and journalism
- c) PR and propaganda

d) PR and advertising

**QUESTION FIVE**

a) Giving examples, state five types of those crises that may hit an organization **(10 Marks)**

b) Explain how an organization can manage the Crises mentioned in (a) above **(10 Marks)**

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