



School of Communication and Language and Performing Arts

Department of Communication

COM 426 A & T: Public Relations

May Semester 2019

FINAL EXAM

Instructions:

1. Answer **all** questions in **SECTION A** and **any other two** in **SECTION B**.
2. The exam is two hours long.
3. Total marks is 40
4. Please write legibly.

SECTION A: ALL QUESTIONS ARE COMPULSORY (20 marks)

- i. Differentiate the following terms:
 - a. Public relations and Marketing **(2 marks)**
 - b. Public relations and Advertising **(2 marks)**
 - c. Lobbying and Public affairs **(2 marks)**
- ii. Distinguish between PR department from that of PR consultancy **(6 Marks)**
- iii. Explain the four major public relations roles in an organization **(8 marks)**

SECTION B: ANSWER ANY TWO QUESTIONS

- iv. Using examples, explain any five major specialties of public relations **(10 marks)**
- v. As an internal relation consultant of Daystar University:
 - a. Explain the organisational culture of the institution **(2 marks)**
 - b. Discuss at least three applicable dimensions of culture within Daystar University **(6 marks)**
 - c. Explain at least four mediated channels used by Daystar University in employee communication **(2 marks)**
- vi. Explain the importance of code of ethics for public relations professionals **(10 marks)**

END