



School of Communication, Language and Performing Arts

COM 426 X: Public Relations Management

Final Exam

June Semester, 2019

**Instructions:**

1. Answer any three (3) questions in this exam.
2. The exam shall take 2 hours.
3. All students must switch off their mobile phones.
4. Any form of cheating shall lead to disciplinary action and expulsion from the exam room.
5. Write in clear and legible handwriting.

### Question One

The primary role of PR is to create mutually beneficial relations between an organization and its stakeholders. To do this, a PR practitioner will have to carry out a variety of roles. Briefly **explain** the following PR roles giving examples.

- a. Employee relations **(5 marks)**
- b. Publicity **(5 marks)**
- c. Crisis management **(5 marks)**
- d. Investor relations **(5 marks)**

### Question Two

The role and function of PR is often misconstrued and confused with other roles. Some individuals and organizations do not have a clear understanding of the strategic role and function of PR. Describe the **five** common myths of what PR is not. Use relevant examples.

**(20 marks)**

### Question Three

Research is a vital function of PR since it provides the initial information necessary to plan actions and to evaluate effectiveness.

- a) Briefly outline **four** reasons why PR practitioners need to conduct research?  
**(4 marks)**
- b) List and briefly explain **four** common mistakes PR practitioners commit when conducting research  
**(8 marks)**
- c) Briefly explain the **four** types of research you would conduct when identifying an organization's problem or opportunity  
**(8 marks)**

### Question Four

As a PR practitioner, you are required to adhere to high ethical standards when conducting your roles and functions. You have just joined an organization that seems to be so desperate to do whatever it takes in order to repair its negative reputation amongst its stakeholders. You have made it clear that you are a professional and there are things you are not willing to do. Discuss **five** ethical principles that every PR practitioner must abide by, giving relevant examples.  
**(20 marks)**

**END**