



**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI, GHANA**

**FACULTY OF HUMANITIES  
DEPARTMENT OF COMMUNICATION STUDIES  
BACHELOR OF ARTS IN COMMUNICATION  
END OF FIRST SEMESTER EXAMINATION, 2021/22 ACADEMIC YEAR  
LEVEL 400: (PUBLIC RELATIONS SPECIALIZATION)**

**BACS 465: EVENT MANAGEMENT AND PUBLIC RELATIONS**

**JANUARY 2022**

**70 MARKS**

**TIME: 2 HOURS, 30 MINUTES**

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**INSTRUCTION TO CANDIDATES:**

- ANSWER **QUESTION ONE** AND ANY OTHER TWO.
- PRESENT **ALL** ANSWERS IN ESSAY FORM.
- MARKS WILL BE AWARDED FOR CLARITY OF EXPRESSION OF IDEAS, GRAMMAR AND EVIDENCE OF FURTHER READING.
- WRITE YOUR INDEX NUMBER ON TOP OF THE QUESTION PAPER.

### **QUESTION 1**

- A. Define the term public relations events management. **[5 Marks]**
- B. With the aid of relevant examples, discuss ten characteristics of Public Relations events and show how each of them can be used to manage the reputation of an organization. **[25 Marks]**

### **QUESTION 2**

As a public relations event management consultant, discuss eight principles that will help an inexperienced event manager to effectively carry out evaluation of event. **[20 Marks]**

### **QUESTION 3**

You have been contracted by the Ministry of Communication to organize a training conference for the District Information officers in the Ten Regions of Ghana. Discuss the ten principles that will guide you to plan the conference effectively and efficiently. **[20 Marks]**

### **QUESTION 4**

Kwabre Rural Bank is based in Mampong in the Ashanti Region of Ghana. As a Corporate Affairs Manager, you have been tasked to prepare a budget for an upcoming Annual General Meeting (AGM) to be held at the Baba Yara Sports Stadium, Kumasi. It is expected that about 2000 shareholders may attend the meeting. Discuss the key variables that you will include in your budget to the management of the above-mentioned company. **[20 Marks]**

### **QUESTION 5**

You have been appointed as a new Corporate Affairs Manager of Positive Confession Microfinance Limited. As part of the company's commitment to build mutually beneficial relationships with its stakeholders, a mega annual health walk dubbed: "Your Health, Your Power" is organized by the Corporate Affairs Department. Coincidentally, your predecessor did not work with a permanent committee in organizing past events. Discuss how you will go about the selection of a committee to organize the event. **[20 Marks]**