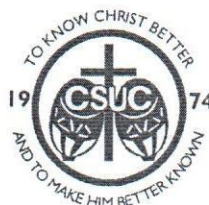


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**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2021/2022 Academic Year

Level 400

BACS: 411: MANAGEMENT IN PUBLIC RELATIONS

January, 2021

[40 marks]

Time: 1hr 15 mins

INSTRUCTION TO CANDIDATES

- Answer TWO questions
- Note: marks will be awarded for clarity of expression (grammar) and logical presentation of facts
- Write your index number clearly at the top of the paper

1. The *Juabeng Oil Mills LTD in the Ashanti Region* has recently experienced a crisis situation (an explosion of one of the industrial boiler machines that led to the death and injury of some members of staff).

Assessing the situation:

- a. State and explain the three threats associated with crises of this nature.
 - b. Discuss four best *crisis media practices* to follow in communicating to the various publics or stakeholders of this organization.
2. An oil and gas company is considering a particular route for the laying of a new pipeline. Using the SWOT Analysis, state and explain the process involved in conducting research to understand what possible obstacles it might face.
 3. Outline and explain the four specific managerial roles of public relations discussed in this lesson.
 4. Discuss why the public relations' officer should be part of the decision making body (Management).