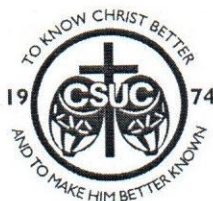


Index Number _____ Signature _____ Date _____



CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

SUPPLEMENTARY EXAMINATION

End of First Semester Examination, 2018/2019 Academic Year

Level 400

BACS 411: MANAGEMENT AND RESEARCH IN PUBLIC RELATIONS

August 2019

**DURATION: TWO HOURS (2) THIRTY (30) MINUTES
(100) MARKS**

INSTRUCTIONS TO CANDIDATES:

- Provide your answers in the Answer Booklet
- Answer ANY THREE questions
- Note: TEN Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper

Examiner: Fortune Tella

1. Write short notes on **ALL** the following:
 - a) Focus Group Discussion
 - b) Qualitative research
 - c) Strategic management
 - d) Three functions of public relations department
 - e) Communication Audit

(30 MARKS)

2. **Help International** is an international Non-Governmental Organization (NGO) with offices in Kumasi. Help International is dedicated to providing assistance to abused girls and women within the Accra metropolis.

As part of its programme for **2019**, it has set an objective of educating **40 percent** of Accra residents (i.e. both men and women) within a **twelve month** period to change their attitude and behaviour towards girls and women. As the Communications Manager of **Help International**, put together a communication plan to help achieve this objective.

(30 MARKS)

3. The *Accra Metropolitan Assembly* (A.M.A.) received a lot of bashing on both mainstream and social media for its handling of the **June 3** fire and flood disaster that claimed over 100 Ghanaian lives. As the newly appointed crisis communication expert for the Assembly, what will be your approach to **Message**, **Audience** and **Channel** strategies in managing crisis communication at the **Crisis Phase** in any future crisis occurrence?

(30 MARKS)

4. Sponsorship is an important tool used in enhancing a company's corporate image. What are the benefits and drawbacks of a sponsorship programme?

(30 MARKS)

5. You are the **Head, Public Relations Department** of *Splendid Solutions Limited*, an internet service provider with the largest market share in Ghana. The company has plans of rolling out a unique internet service package for residential users in 2019.

(30 MARKS)

The organisational goal for 2019 is to enhance the reputation of Splendid Solutions Limited as a quality internet service provider. Top management has directed you to submit a **public relations plan for 2019**. *Put together a public relations plan that effectively describes the public relations programme for 2019.*

(30 MARKS)