



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**  
**KUMASI – GHANA**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF COMMUNICATION STUDIES**  
**END OF SECOND SEMESTER EXAMINATIONS, 2020/2021 ACADEMIC YEAR**  
**BACHELOR OF ARTS IN COMMUNICATION**

**Level 200 (JANUARY ADMISSIONS)**

**BACS 216: INTRODUCTION TO PUBLIC RELATIONS**

**August, 2021**

**[40 marks]**

**I Hour, 15 Minutes**

**INSTRUCTIONS TO CANDIDATES:**

- **Answer ANY TWO QUESTIONS OUT OF FOUR**
- Write your answer on the **answer sheets provided**
- Please present **ALL** answers in **ESSAY** form
- Write your index number clearly at the top of every page of the answer sheets used.

**Note: Marks will be awarded for:**

- Introduction
- Content
- Conclusion
- Evidence of further reading
- Originality and independence (cheating would be penalized and integrity rewarded)
- Correct grammar, clarity of expression and logical presentation of facts.

**QUESTION 1:**

Public relations has been grossly misunderstood by scholars and practitioners alike (Pokumensah, n.d). With the aid of a diagram, discuss the concept of public relations in its three dimensions showing clearly how each of the dimensions helps us to understand public relations. **[20 Marks]**

**QUESTION 2:**

Public relations as a profession is confronted with several ethical dilemmas. As a public relations expert, discuss **five (5)** ethical guidelines to enhance the practice of public relations in Ghana. **[20 Marks]**

**QUESTION 3:**

Discuss the historical development of public relations in the United States of America, highlighting the key features and lessons to improve public relations practice in Ghana. **[20 Marks]**

**QUESTION 4:**

Public relations' has been understood to be a lucrative industry. Examine this statement in the context of Ghana. **[20 Marks]**