



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA**

**FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
BACHELOR OF ARTS IN COMMUNICATION
End of Second Semester Examination, 2018/19 Academic Year**

LEVEL 200 JANUARY ADMISSIONS

BACS 216: INTRODUCTION TO PUBLIC RELATIONS

August, 2019

70 Marks

Time Allowed: 2 Hours

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 and grammar
- Marks will be awarded for additional information.

QUESTION 1

The triangle metaphor provides a framework for understanding the dimensions of public relations (Pokumensah, 2019). With the aid of diagrammatic presentation, discuss the public relations triangle. (30 Marks)

QUESTION 2

Baskin, Aronoff and Lattimore (1997) argue that public relations is a management function. Explain the arguments they use to justify this assertion. (20 Marks)

QUESTION 3

Discuss the ethical issues in the context of public relations practice in Ghana. (20 Marks)

QUESTION 4

State and briefly explain ten (10) functions of public relations practitioners. (20 Marks)

QUESTION 5

Discuss the public relations cyclical process. (20 Marks)

Examiner: Justice Boffah Pokumensah