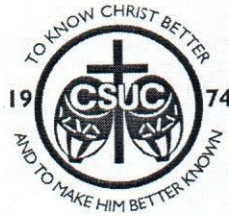


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CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

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 428: THEORY AND PRACTICE OF 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. With the aid of a diagram, describe James Grunig's proposed new communication model and how the model reconceptualises the Game theory.

2a. Great reputations are built on doing well consistently over a period of time in which a track record of delivering on promises and engendering trust are evident to everyone. Critical to reputation management is corporate image. **Describe how a positive corporate image has served Unilever Ghana Limited well and provided the company a competitive advantage over its competitors.**

b. Fundraising has evolved over the years. The act of fundraising traditionally involved going out to appeal to people on the streets or walking up to people and asking them to donate towards a cause. As the **Public relations Officer** of *Save the Babies Foundation Ghana Limited*, you have been tasked to submit a proposal geared towards raising money for the construction of a **mother-and-baby unit (MBU)** at the *Ayigya Hospital*. **Explain how three of the types of fundraising will help you in raising the funds for the construction of the MBU.**

3. MY Ventures **Company Limited** is a leading food supplements company in Kumasi with a good reputation for quality products. The company is about to introduce a brand of green tea christened **Lina Green Tea** onto the Ghanaian market. The product is targeted at men and women aged between 18 and 55 years of age. **Lina Green Tea** is marketed as an energy, strong bone development and weight-loss beverage product.

The media, stakeholders in the health sector, distributors, students and workers in both private and public sectors have been invited to the product launch scheduled to take place on **4th September, 2019** at the **Golden Tulip Kumasi City Hotel**. As the **Public Relations Officer** of the Company, your responsibilities include writing speeches for top management. **Write a speech for the Chief Executive Officer (CEO) that will be read at the product launch.**

4. The banking sector in Ghana is very competitive and this requires the various banks in the country to be strategic in order to make meaningful gains. As the **Corporate Social Responsibility (CSR) Manager** of *Dignity Bank*, **describe the key benefits a CSR policy implementation will offer the Bank.**

5. Write short notes on ANY SIX of the following:

- a) Problem recognition
- b) Annual Report objectives
- c) Corporate Identity
- d) Corporate Philanthropy benefits
- e) The Writer's COMPASS
- f) SPEAK
- g) Four (4) instructions on how to write a newsletter