

Index Number \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



# **CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI**

## **FACULTY OF HUMANITIES**

### **DEPARTMENT OF COMMUNICATION STUDIES**

#### **BACHELOR OF ARTS IN COMMUNICATION**

**End of Second Semester Examination, 2018/2019 Academic Year**

**Level 400**

**BACS 428: PUBLIC RELATIONS**

*(Write it in full)*

**May 2019**

**[70 Marks]**

**Time: TWO HOURS FORTY-FIVE MINUTES (2 HOURS, 45 MINUTES)**

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#### **INSTRUCTIONS TO CANDIDATES:**

**Provide your answers in the Answer Booklet**

- **Answer ANY THREE QUESTIONS**
- **Note: TEN (10) 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. Fundraising is often the only way that non-profit organizations have of gaining money needed to rent space and organize the programmes needed to fulfill the organization's mandate. **With examples, describe any three types of fundraising.** (20 MARKS)
2. You are the **Head of Public Relations** at **Citizens Incorporated Bank**, a newly licensed universal bank in Ghana. The Bank will formally launch operations in two weeks. The Chief Executive Officer (CEO) has tasked you to write a speech for him that will be read at the official launching of the Bank. *With attention to important details regarding the event, operations and services of the Bank, WRITE a convincing and interesting SPEECH for the CEO.* (20 MARKS)
3. In Public relations, publics come and go and publics form when there is a perceived problem. James Grunig's "Situational" theory is about the formation of publics. Three variables help explain this theory. Explain the variables and use the variables to describe the four kinds of publics. (20 marks)
- 4a Identify and explain three of the factors that have led to increasing attention devoted to the role of companies and their Corporate Social Responsibility (CSR) programmes. (10 marks)
- 4b A good corporate image can enhance the image of an organisation. As the person in-charge of communications of your organisation, describe four (4) of the advantages available to your organisation if it has a good corporate image. (10 marks)
5. WRITE short NOTES on **ANY FIVE** of the following:
  - a) Corporate Identity (4 MARKS)
  - b) SPEAK (4 MARKS)
  - c) Four (4) instructions on how to write a newsletter (4 MARKS)
  - d) Advertorial (4 MARKS)
  - e) Game theory (4 MARKS)
  - f) Coalition group formation on issues (4 MARKS)