



CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI - GHANA
FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
END OF SECOND SEMESTER EXAMINATIONS, 2021/22 ACADEMIC YEAR
BACHELOR OF ARTS IN COMMUNICATION
Level 300

BACS 336: PROTOCOL

JUNE 2022

[70 MARKS]

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

- **Answer Question ONE AND ANY OTHER TWO QUESTIONS**
- **Please present your answer 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
- Grammar, clarity of expression and logical presentation of facts.

QUESTION 1

- a. With the aid of any ethnic group in Ghana, discuss twenty socio-cultural values that impact the practice of protocol in the context of public relations. [20 Marks]
- b. Examine the contribution of protocol in the development of a corporate culture. [10 Marks]

QUESTION 2

Provide a comprehensive protocol outline of any **TWO (2)** Ghanaian social events. [20 Marks]

QUESTION 3

Provide an outline for the following protocol codes: [20 Marks]

1. Conversation [10 Marks]
2. Dressing [10 Marks]

QUESTION 4

Discuss the categorizations of public relations events' and show how each of them contributes to the bottom-line principle in business. [20 Marks]

QUESTION 5

Write short notes on all the following: [20 Marks]

- A. Business protocol [5 marks]
- B. Health related protocol [5 marks]
- C. Product development protocol [5 marks]
- D. Diplomatic protocol [5 marks]