



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

LEVEL 300

BACS 322: PUBLIC RELATIONS PRACTICE AND WRITING

MAY, 2022

70 Marks

Time Allowed: 3 Hours

INSTRUCTIONS:

- Answer **question one** and **any other two**
- Present all answers in essay form
- Marks will be awarded for the following:
 - Introduction
 - Content
 - Conclusion
 - Evidence of Further Reading
 - Grammar, clarity of expression and logical presentation of facts.

Examiner: Justice Boffah Pokumensah

QUESTION 1

At the heart of public relations practice is stakeholder management. Write a comprehensive essay on any of the following stakeholders: **[30 marks]**

1. Media relations
2. Employees relations
3. Customers relations
4. Investors relations
5. Community relations

QUESTION 2

Discuss the basics of public relations writing. **[20 marks]**

QUESTION 3

- 3a. Suggest five (5) practical guidelines for effective public relations writing. **[10 marks]**
- 3b. Briefly explain ten (10) errors to avoid in public relations writing. **[10 marks]**

QUESTION 4

Write short notes on any **two (2)** of the following communication theories and show how they impact the preparation of messages. **[20 marks]**

1. Multistep flow theory **[10 marks]**
2. Diffusion of innovation theory **[10 marks]**
3. Hierarchy of needs theory **[10 marks]**
4. Two step flow theory **[10 marks]**
5. Opinion group theory **[10 marks]**

QUESTION 5

Define a feature story and discuss five (5) kinds of features **[20 marks]**