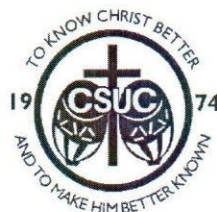


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**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION**

**End of First Semester Examination, 2021/2022 Academic Year**

**Level 400**

**BACS: 428: THEORIES AND PRACTICE OF PR**

**May, 2022**

**[70 marks]**

**Time: 2hrs 15mns**

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**INSTRUCTION TO CANDIDATES**

- **Question ONE is compulsory for 30 marks**
- **Answer any other TWO questions in addition to question ONE**
- **Note: marks will be awarded for clarity of expression (grammar) and logical presentation of facts**
- **Write your index number clearly at the top of the paper**

1. a). Define the Term *Theory* as opined by Tench and Yeoman (2006).  
  
b). Outline the five selected theories in relation to PR.  
  
c). According to the situational theory, there are three variables that distinguishes publics from non-publics, outline and explain these variables respectively.
2. In their book, *Managing Public Relations*, James Grunig and Todd Hunt postulated four distinct types of PR practice:
  - a. In their order, outline and describe these four types of practice
3. a). Good writing is a function of good organization of thought, and good organization follows a defined process. With this phrase in mind, state and explain the three phases of writing.  
  
b). outline and briefly explain Geoffrey Ashe's six basic rules of writing.
4. a). Define Issues Management  
  
b). State five processes involved when planning for issues  
  
c). Briefly describe how the work of the PR promotes the reputation of an organization
5. a). Describe public relations ethics and its role on the profession.  
  
b). In not less than one paragraph, describe the potter box approach to ethical issues.  
  
c). State and briefly explain the four step approach the potter box uses in making ethical decisions.