



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA**

**FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
BACHELOR OF ARTS IN COMMUNICATION
End of Second Semester Examination, 2018/19 Academic Year**

LEVEL 200 (MORNING, EVENING & WEEKEND)

BACS 216: INTRODUCTION TO PUBLIC RELATIONS

May, 2019

70 Marks

Time Allowed: 2 Hours

INSTRUCTION TO CANDIDATES:

- Answer question one and any other two
- Present **All** Answers in Essay form
- Marks will be awarded for clarity of expression of ideas and grammar
- Marks will be awarded for additional information.

QUESTION 1

The triangle metaphor provides a framework for understanding the dimensions of public relations (Pokumensah, 2019). With the aid of diagrammatic presentation, discuss the public relations triangle. **(30 Marks)**

QUESTION 2

Baskin, Aronoff and Lattimore (1997) argue that public relations is a management function. Explain the arguments they use to justify this assertion. **(20 Marks)**

QUESTION 3

The history of public relations in the United States of America is discussed around four key stages. Provide an outline of any two of the stages and point out lessons that could be learnt to improve public relations practice in Ghana. **(20 Marks)**

QUESTION 4

State and briefly explain ten (10) functions of public relations practitioners. **(20 Marks)**

QUESTION 5

Discuss the public relations cyclical process. **(20 Marks)**

Examiner: Justice Boffah Pokumensah