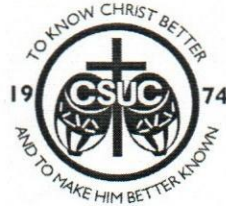


Index Number _____ Signature _____ Date _____



**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 300

BACS 322: WRITING IN PUBLIC RELATIONS

May 2019

SECTION B [70 Marks]

Time: TWO (2) HOURS THIRTY (30) MINUTES

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. You are the **Public Relations Officer** of *Heat Oils Group*, a leading oil marketing company in Ghana. Heat Oils is introducing onto the Ghanaian market a new brand of engine oil christened “Smooth”. Issue a “Media Alert” inviting the media to the product launch. **20 MARKS**

2. The *Department of Urban Roads* in the Ashanti Region wants to carry out maintenance works on a number of roads in the Kumasi metropolis. As a result, these roads will be partially inaccessible to motorists. As the **Communication Officer** of the Department, issue a press release through the media informing the general public of the decision of the Department. **20 MARKS**

3. The government of Ghana has **appointed Commissioner of Police (COP) Kofi Asare Kusi** as the new Inspector-General of Police (IGP). As the Public Affairs Officer of the Ghana Police, write a *NARRATIVE* executive biography on the new IGP and send it to all media houses in Ghana. **20 MARKS**

4. Public relations officers disseminate messages regularly to different publics. As the newly appointed **Public Relations Officer** of *African World Airlines*, describe how the communication concepts of ‘Remembering the Message’ and ‘Acting on the Message’ will help you in successfully communicating to customers of Africa World Airlines. **20 MARKS**

5. Write SHORT NOTES on **FIVE** of the following:
 - a) Late majority versus Early adopters (4 marks)
 - b) Guidelines for a Backgrounder (4 marks)
 - c) Feature (4 marks)
 - d) Factors that affect the adoption process (4 marks)
 - e) Style guide (4 marks)
 - f) Two of Amanda Katekehrberg’s principles on public relations writing (4 marks)

TOTAL **20 MARKS**