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**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI, GHANA**

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

**Level 300 (MORNING, EVENING & WEEKEND)**

**BACS 336: PROTOCOL**

**May, 2019**

**70 Marks**

**Time Allowed: 2hrs, 30min**

**INSTRUCTIONS:**

- Answer Question *One* And Any Other Two
- Present answer in Essay Form
- Marks will be awarded for clarity of expression and grammar
- Marks will be awarded for additional information

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### QUESTION 1

With the aid of any ethnic group in Ghana, discuss ten (10) socio-cultural values that impact the practice of protocol in the context of public relations. **(30 Marks)**

### QUESTION 2

Justify why the study of protocol is relevant for public relations students. **(20 Marks)**

### QUESTION 3

Discuss five characteristics of public relations event **(20 Marks)**

### QUESTION 4

- a) Discuss the five categories of public relations events and show how they contribute to the bottom-line principle. **(10 Marks)**
- b) Justify the relevance of event organization in the corporate world. **(10 Marks)**

### QUESTION 5

Write short notes on the following protocol related terminologies:

- a) Business protocol **(5 Marks)**
- b) Product development protocol **(5 Marks)**
- c) Technology protocol **(5 Marks)**
- d) Diplomatic protocol **(5 Marks)**

*Examiner: Justice Boffah Pokumensah*