



**ALUPE UNIVERSITY**  
**COLLEGE**

*Bastion of Knowledge...*

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OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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# UNIVERSITY EXAMINATIONS

## 2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATION

FOR THE BACHELOR OF SCIENCE IN {COM,PT,  
MLS,CP&CPR}

**COURSE CODE:** CPR 212

**COURSE TITLE:** SURVEY OF PUBLIC RELATIONS

**DATE:** 08/09/2023

**TIME:** 8.00-11.00AM

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### INSTRUCTIONS TO CANDIDATES

- SEE INSIDE THIS PAPER CONSISTS OF 3 PRINTED PAGES  
TURN OVER

PLEASE

**COURSE CODE: CPR 212**

**COURSE TITLE: SURVEY OF PUBLIC RELATIONS**

**STREAM: COMMON UNIT**

**DURATION:3HOURS**

**INSTRUCTIONS TO CANDIDATES**

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

1. (i) Outline five benefits of Public Relations to organizations (10 marks)  
(ii) Highlight five benefits of an internal Public Relations department in comparison to communication consultancies (10 Marks)  
(iii) Highlight five examples of financial publics in Public Relations (10 Marks)
  
2. (i) Your company has launched a new product in the market and is in the process of undertaking a launch of Nika Unisex sneakers. Describe ten key items your event checklist must have in the planning of the event (10 Marks)  
(ii) Draft a press release for this launch (10 Marks)
  
3. (i) Highlight four forms of internal communication (8 Marks)  
(ii) List four tools used in Public Relations practise (4)
  
4. (i) Outline four ways of undertaking media relations (8 Marks)  
(ii) List six organizational primary publics (6 Marks)  
(iii) List four tactics for enhancing visual communication in presentations (6 Marks)
  
5. (i) Distinguish between editorial and feature articles (4 Marks)  
(ii) Outline four ways a Public Relations practitioner can strive to ensure that the department gets recognized in top management (10 Marks)  
(iii) Discuss six ways corporate identity can be enhanced optimally in an organization