



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	DTG 3663
COURSE	:	PUBLIC RELATION MANAGEMENT
SEMESTER/SESSION	:	1-2022/2023
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answer should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise you hands and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING OVER PAGE**

PUBLIC RELATION MANAGEMENT (DTG 3663)

QUESTION 1

- a) Explain public relation management. (2 Marks)
- b) Interpret **FOUR (4)** steps of public relations. (8 Marks)
- c) Extends the concept of "public relation". (2 Marks)
- d) Infers the public relation tactics. (2 Marks)

QUESTION 2

- a) Summarize **FOUR (4)** the advantages of persuasion. (4 Marks)
- b) Distinguish **FOUR (4)** effects that may occur if a communication is clearly understood. (8 Marks)
- c) Feedback is a critical element in communicating a message. It can be biases by many factors. Predict **TWO (2)** potential biases from a receiver. (8 Marks)

QUESTION 3

- a) Explain **THREE (3)** types of business ethics. (6 Marks)
- b) "How much you want to invest in your PR campaign depends on your objective. In our company, we spend about 44% of our budget. It sounds like a lot, but it is essential since PR is persuasive as it tries to influence people's behavior. And we're not just talking about them buying your product or service, but also about them preferring your brand over others in the market."- Natalia Brzezinska, Marketing & Outreach Manager at PhotoAiD
Please summarize **THREE (3)** extraordinary results from the PR activities. (6 Marks)
- c) Someone gave me insider information. Can I use it and extends it? (6 Marks)
- d) Rahman is at the beach and writes in the sand in large letters, "Farhan is a liar and cheat" - the tide comes in 20 minutes later and washes away the writing. Summarize the damage which is happen there. (6 Marks)

QUESTION 4

- a) You say something which you immediately regret in front of media. What you should do about it? (8 Marks)
- b) Please extends the attraction marketing led to sales. (8 Marks)
- c) Estimate **THREE (3)** important of pitching. (6 Marks)

QUESTION 5

- a) Predict the **TWO (2)** main issues of local governments deal with, right now. (8 Marks)
- b) Interpret the **SIX (6)** challenges of internal communication. (6 Marks)
- c) Explain why PR is required in non-profit organization? (6 Marks)

-----End of question-----

