

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: DTG 3663
COURSE	: PUBLIC RELATION MANAGEMENT
SEMESTER/SESSION	: 2-2023/2024
DURATION	: 3 HOURS

Instructions:

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

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

PUBLIC RELATION MANAGEMENT (DTG 3663)

QUESTION 1

- a) Define public relation. (2 marks)
- b) Describe **FOUR (4)** skills required for public relation practitioner. (8 marks)

QUESTION 2

- a) Describe **FIVE (5)** key activities that involve in the development of public relation. (10 marks)
- b) Outline the difference between symmetrical and asymmetrical communication. (4 marks)
- c) Describe **THREE (3)** types of communication. (6 marks)

QUESTION 3

- a) Explain **FOUR (4)** types of public relations. (10 marks)
- b) Discuss **FIVE (5)** characteristics of a voluntary or non-profits organizations. (10 marks)

QUESTION 4

- a) Discuss **FIVE (5)** roles of public relation practitioner. (10 marks)
- b) Illustrate **FOUR (4)** ways public relations help an organization achieves its mission. (10 marks)

QUESTION 5

- a) Illustrate **FIVE (5)** basic elements of public opinion. (10 marks)
- b) Demonstrate **FIVE (5)** factors that influencing public opinion. (10 marks)
- c) Illustrate **FOUR (4)** steps in problem solving process that are used by PR practitioner. (10 marks)

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

