



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

SEPTEMBER – DECEMBER 2017

CAMPUS: VALLEY ROAD

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: PRC205

COURSE TITLE: Writing for Public Relations

EXAM DATE: FRIDAY 8th DECEMBER 2017

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- *Section A is COMPULSARY*
- *Answer only TWO questions from section B*
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply.*

Section A

- Q1 (a) What is public opinion? **(2Marks)**
- (b) Name four types of graphics that can be infused in PR Writing (4 MKs)
- (c) Outline the three types of fact sheets **(6 Mks)**
- (d) Describe four ways in which you would create news for your organization **(8Marks)**
- (e) Describe the four factors one must put into consideration in persuasive writing **(12 Marks)**

Section B

- Q2 Every PRO's job is to increase the publicity of their organization. However, there are several barriers to getting publicity in the media. Discuss the five barriers every PRO is likely to encounter. **(20Marks)**
- Q3 According to the Diffusion Theory, the PRO is most influential in the Awareness and Self interest stages of the adoption process. However, there are a number of factors that can affect the adoption process. Describe four of these factors with examples **(20Marks)**
- Q4 Imagine you are the PRO at a Milk production company and today morning you have been urgently called by the CEO and informed that the last dispatch of milk released yesterday was contaminated and is not safe for human consumption. He has asked that you prepare a news release to be circulated to media houses. Discuss five critical issues to consider in planning/writing your news release **(20Marks).**
- Q5 Over the last three years, your company has actively produced and distributed monthly newsletters and brochures to your stakeholders. The spend has been enormous and your CEO would like to review the budget. Discuss four ways in which you would evaluate the effectiveness of your newsletters and brochures in order to advise your CEO **(20Marks)**

