



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : DTG 3663 611  
COURSE : PUBLIC RELATION MANAGEMENT  
SEMESTER/SESSION : 2, 2024/2025  
DURATION : 3 HOURS

Instructions:

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

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

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**QUESTION 1**

Public Relations (PR) is more vital than ever in today's interconnected, fast-paced world. It helps organisations manage their reputation, engage with audiences, and navigate complex communication landscapes effectively.

- a) Define public relations. (2 marks)
- b) Explain influencing public opinion using the R.P.I.E. framework. (4 marks)
- c) List **TWELVE (12)** public relations functions. (12 marks)

**QUESTION 2**

The growth of Public Relations has played a critical role in shaping societies, including supporting the spread of democracy.

- a) Describe the incident of Robber Barons vs Muckrakers. (9 marks)
- b) Relate the event in the 21st century that public relations lead to the spread of democracy and capitalism. (9 marks)

**QUESTION 3**

The goal of communication is crucial for effective public relations (PR) because it ensures that messages are purposeful, strategic, and aligned with desired outcomes. Additionally, understanding receiver bias enhances PR effectiveness by tailoring messages to address audience perceptions and overcome potential barriers.

- a) Identify **FOUR (4)** goals of communication in public relations. (8 marks)
- b) Explain **FIVE (5)** receiver bias. (10 marks)

**QUESTION 4**

Understanding how to influence public opinion and manage reputation is vital for organizations to maintain trust, credibility, and long-term success.

- a) Present **SIX (6)** laws of public opinion formulated by Hadley Cantril. (12 marks)
- b) Describe **THREE (3)** key points about managing reputation. (6 marks)

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**QUESTION 5**

Creating a PR Plan and Implementation involves a structured approach to designing and executing strategies that effectively communicate an organization's message, enhance its reputation, and achieve specific goals.

- a) List **SIX (6)** key components of creating a PR plan. (6 marks)
- b) Discuss **ELEVEN (11)** implementations needed in PR. (22 marks)

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

