



BOWEN UNIVERSITY, IWO
College of Management and Social Sciences
Industrial Relations & Personnel Mgt. Programme
Second Semester 2021/2022 Examination

Level	: 300
Course Title	: Public Relations in Organisations
Course Code	: IRP 312
Credit	: 2
Instruction	: Answer Question One and any other two questions
Time Allowed	: 2 Hours
Date	: Tuesday, 19 th July 2022

1. (a) Define Public Relation (PR) and state its main objective. (5 Marks)
(b) Mention the 5 advantages of PR to an organisation. (5 Marks)
(c) Public Relations, Marketing and Advertising are all critical components of effective outreach for organisations. How true is this statement? (15 Marks)
(d) Mention five of the changes that technology has brought to the public relations industry (5 Marks)
2. (a) Discuss presentation as it relates to public relations. (5 Marks)
(b) Explain the key elements of presentation. (10 Marks)
(c) Mention any 5 barriers to effective presentation (5 Marks)
3. (a) Mention and discuss the skills that a Public Relations Officer must have (15 Marks)
(b) Mention five types of Public Relations. (5 Marks)
4. (a) Mention the factors that must be put into consideration when you are writing for various audiences and mention the ten types of audiences you can write for as a Public Relations Officer (10 Marks)
(b) Highlight the advantages and disadvantages of ICT in Public Relations. (10 Marks)
5. (a) What is the major difference between an issue and a crisis and at what point will an issue become a crisis? (3 Marks)
(b) Discuss the steps to issues management. (9 Marks)
(c) Highlight the key markers in both issues and crises management (8 Marks)