



BOWEN UNIVERSITY
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
2023/2024 SESSION
FIRST SEMESTER EXAMINATION QUESTIONS

Course Title: Case Studies in Public Relations

Course Code: MAS 417

Course Unit: 2

Instruction: *Answer question one and any other two*

Duration: 2 hours

1. Come up with a fictitious crisis in an organisation in which you are the Head of Public Relations Department and discuss how your knowledge of the stages of crisis management would help to contain the crisis. *(30 marks)*
2. There are certain maxims guiding the practice of Public Relations. Discuss ten of them and state how relevant they are to a PR practitioner. *(20 marks)*
3. List and discuss, with examples, any five of the six basic activities endemic to the practice of public relations. *(20 marks)*
4. When an organisation invests resources in public relations, it expects that somethings will be different from what it had been or would have been if the investment was not done. Explain in details the expected changes. *(20 marks)*
5. Crises are inevitable in an organization. They can emanate from different sources. Explain five major sources of corporate crisis. *(20 marks)*