



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

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| 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)**