



ICM

SEPTEMBER 2015

PUBLIC RELATIONS

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Critically appraise the contributions that community relations can make to the development of an organisation's corporate identity and provide examples to support your recommendations. [20]
 2. Explain the selection criteria to be used when appointing external PR consultants to develop a company's public relations programmes. [20]
 3. Summarise the importance of political lobbying to organisations operating in a number of different international markets. [20]
 4. Explain what you understand by the following public relations terms:
 - a) Expansive public relations strategy
 - b) External publics
 - c) Brand equity[20]
 5. Distinguish between press releases and press conferences and explain the factors to be considered when organising a press conference. [20]
 6. Describe the role of advertising within the promotional mix and explain the support that advertising campaigns can provide to public relations activities during the launch of new products and services. [20]
 7. Write notes on THREE of the following:
 - a) Customer relations
 - b) Feature articles
 - c) Risk audit
 - d) Trade sales promotions[20]
 8. Discuss the importance of internal public relations to fast growing organisations and explain the activities that can be included in an internal PR programme. [20]