



ICM

DECEMBER 2016

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 []
1. Identify the target audiences that public relations campaigns should try to reach and summarise the benefits to be derived from reaching the selected target audiences. [20]
 2. Explain to one of your clients the following public relations techniques:
 - a) Political lobbying
 - b) Press conferences
 - c) Game theory [20]
 3. Identify the key principles in public relations crisis management and explain the value of press releases during a period of crisis. [20]
 4. Explain what you understand by the following terms:
 - a) Social media
 - b) Opportunities to see
 - c) Risk analysis [20]
 5. Summarise the professional codes of ethics expected within public relations professional circles. [20]
 6. Describe popular community involvement programmes used by marketing organisations as part of their public relations activities. [20]
 7. Write notes on THREE of the following:
 - a) Pressure groups
 - b) Publicity
 - c) Corporate communications
 - d) Organisational image [20]
 8. Discuss the importance of internal communications and describe the approaches that can be used in order to motivate the staff. [20]