



ICM

JUNE 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 []
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1. Discuss the benefits and limitations of models of public relations practice and highlight the contributions public relations can make to the development of competitive strategy. [20]
 2. Advise one of your clients on the differences between corporate advertising and brand advertising and summarise the contributions brand advertising can make to the marketing of products and services. [20]
 3. Explain how public relations can contribute to the development of an organisation's corporate identity and image. [20]
 4. Explain what you understand by the following terms:
 - a) Crisis management
 - b) The risk audit
 - c) Issues management [20]
 5. Outline the marketing research methods you would use in order to determine the overall effectiveness of public relations campaigns. [20]
 6. Describe the importance of political lobbying within public relations campaigns and summarise the promotional objectives to be pursued through lobbying. [20]
 7. Advise one of your clients on the importance of the following elements of a public relations campaign:
 - a) Sponsorship
 - b) External publics to be reached
 - c) Marketing public relations (MPR) [20]
 8. Write notes on THREE of the following:
 - a) Adaptive public relations strategy
 - b) Marketing communications mix
 - c) Internal communications
 - d) Publicity [20]