



ICM

MARCH 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. Explain the main reasons why modern business organisations should consider their social responsibilities and provide examples to support your recommendations. [20]
 2. Describe THREE models of possible relationships between marketing and public relations and summarise the benefits and limitations of EACH model. [20]
 3. Identify the key internal and external target audiences that must be considered in the development of promotional campaigns. [20]
 4. Explain, with the use of examples, the following public relations terms:
 - a) Public affairs
 - b) Financial public relations
 - c) Sponsorship[20]
 5. As an independent consultant, advise one of your clients on the public relations strategies he can consider for his organisation. [20]
 6. Critically appraise Grunig and Repper's model of the strategic management of public relations and comment on the value of public relations within modern business organisations. [20]
 7. Write notes on THREE of the following:
 - a) Corporate identity
 - b) Brand equity
 - c) Corporate advertising
 - d) Depth interviews[20]
 8. Explain what you understand by the term **risk audit** and highlight its importance to marketing-orientated organisations planning their public relations campaigns. [20]