



ICM

MARCH 2017

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 what you understand by the term **issue management** and identify the key issues associated with effective issue strategy planning. [20]
 2. You have been asked to explain to a group of students the main activities and skills of Public Relations practitioners. What information would you include in your explanations? [20]
 3. Distinguish between corporate values and corporate communications and describe the contributions that Public Relations can make to corporate communications. [20]
 4. Explain the value of the following media to Public Relations:
 - a) Newspapers
 - b) The Internet
 - c) Magazines[20]
 5. Distinguish between public affairs and lobbying and describe the main activities associated with lobbying practice. [20]
 6. Explain what you understand by the following Public Relations activities:
 - a) Media relations
 - b) Events
 - c) Sponsorship[20]
 7. 'The Barcelona Principles represent internationally agreed standards for the evaluation and measurement of Public Relations campaigns.' Explain what you understand by this statement and identify the key guidelines. [20]
 8. Write notes on THREE of the following:
 - a) Propaganda
 - b) Sales promotions
 - c) Direct marketing
 - d) Corporate branding[20]