



REFORMED CHURCH UNIVERSITY

**FACULTY OF ARTS, THEOLOGY AND HERITAGE
STUDIES**

**BACHELOR OF ARTS HONOURS DEGREE IN MEDIA AND
DEVELOPMENT STUDIES**

PUBLIC RELATIONS

HMDS 211

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 2022

TIME: 3 HOURS

INSTRUCTIONS

1. This paper has *five (5)* questions
2. Each question carries *100 marks*
3. Answer three (*3*) questions
4. Start each question on a new page

1. Discuss the significance of public relations in an organisation. (100)
2. 'Public Relations is a management function? Discuss. (100)
3. PR is different from Propaganda, Public Opinion and Publicity?' Comment. (100)
4. Examine the factors to be considered for organizing a successful Press Conference. (100)
5. Assess any four media tools used by a PR Professional? (100)

End of Paper