



REFORMED CHURCH UNIVERSITY

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

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

PUBLIC RELATIONS MANAGEMENT

HMDS 403

PART 4 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

Date: OCTOBER 2024

Time: 3 Hours

INSTRUCTIONS

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

1. 'Public Relations is the life and blood of any Organization.'
Discuss. [100]
2. Explain the role of the Media in Public Relations. [100]
3. Assess any five roles of a Public Relations Manager. [100]
4. List and explain any five key elements of Public Relations? [100]
5. 'Public Relations Managers need ethics.' Discuss this assertion
citing relevant examples. [100]

END OF PAPER