

UNIVERSITY EXAMINATIONS

ACADEMIC YEAR: 2020/2021

UNIT NAME: PUBLIC RELATIONS.

SEMESTER: SEP-DEC 2021

UNIT CODE: HRMG 4110

DATE: DEC 2021

TIME: 2 HOURS

INSTRUCTIONS: Answer question one (30 marks) and any other two

Question one:

UNIVERSITY LAND

Government of "x" five days back announced that the Government is considering the allocation of land belonging to the Agricultural University, which is found to be surplus at this moment, for developing a Biotechnology Park. The plots will be allotted, on long lease, to the corporate houses with strong R & D and export potential at a concessional rate, for setting up of their biotechnology units.

Two days ago, a public forum gave a petition stating that this is against the interest of the student community, as this land is meant for future expansion of the University and should not be given to industrialists and they seek Government to revert its decision.

The opponent political party criticized the Government for allotting the land much below the market price. When announcing about the allocation of University land, Government expressed that the biotechnology units near University campus will facilitate the interaction between the students and the research units and thereby increasing the employability of the students. Further this may contribute positively to the image of University itself.

Yesterday, a group of student protesting were involved in destructive activities, demanding the Government to revoke its decision. The police officials informing that the situation needs to be handled properly and they anticipate agitation and violence.

The Government machinery is working towards handling the situation and seeks support from public. It has appointed a small committee to develop the press release and provide enough information to handle the questions from media.

- a) As the PR personnel of the committee, develop a PR programme that caters for the government public image. [10marks]

VVS SOB 1=03-1-a-a
b) With examples from the case study, highlight the importance of the government's image in this situation when considering PR concepts? [5marks]

c) Write a press release that will provide enough information to handle all the questions from the media. [5marks]

d) Compare and identify suitable media appropriate to the situation that you can advise the committee to use. [10marks]

Question two:

a) Discuss the functions of public relations in an organization. [10marks]

b) Expound on five tools of public relations. [10marks]

Question three:

Describes with examples, situations that would lead to the use of public relations.

[20marks]

Question four:

Discuss the PR process as outlined in the PR concepts.

[20marks]