



Stamford College

School of Secretarial and Administrative Studies

DIPLOMA IN EXECUTIVE SECRETARYSHIP (Semester 4)

DES/2/4/17: PUBLIC RELATIONS

Date: 27 February 2007, Tuesday

Time: 2.00pm – 4.00pm

Duration: 2 Hours

Instruction to Candidates

Question 1 from Section A is compulsory. Answer TWO out of FOUR questions from Section B.

Please ensure that this examination paper contains FIVE questions on FOUR printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

Section A (Compulsory)**Question 1**

SCS Enterprise will be having a blood donation campaign in conjunction with Thalassaemia week. Write a news release not exceeding 250 words before the event to invite the public to attend the campaign. Invent details where necessary.

(Total = 20 marks)

Section B

Answer any **TWO** out of **FOUR** questions.

Question 2

Describe six qualities that are needed by a PR practitioner.

(Total = 15 marks)

Question 3

What are the reasons for using a PR consultancy?

(Total = 15 marks)

Question 4

Good PR photography depends on two things: deciding what story should be told pictorially, and briefing the photographer so that the right pictures are obtained. Assume that you are the Public Relations Officer of a large hotel, and that you are producing a new brochure.

- (i) Prepare descriptions of five shots that you require.
- (ii) Consider the copyright issues involved.

(Total = 15 marks)

Question 5

Your company is thinking of creating a private media-a magazine, to improve relations between employer and employees and to enhance employee morale.

- (i) What House Journal techniques should be taken into consideration?
(7 marks)
- (ii) What might be done to ensure the interest of the employees in the magazine?
(8 marks)

(Total = 15 marks)

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