

UNIVERSITY OF FORT HARE

**INTRODUCTION TO CORPORATE
COMMUNICATION
CMA 123**

MAIN EXAMINATIONS

NOVEMBER 2017

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Time: 3 HOURS

Subject: CMA 123

Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners

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**External Examiners
Dr. O. OSUNKUNLE**

INSTRUCTIONS

Answer all the questions in section A, and any two others in section B.

SECTION A: (answer all the questions in this section) [50 Marks]

Question 1: (25 Marks)

“Interviews are hardly ever used just to get new information, they are often generally used to fortify what the interviewer probably already knows”. With the above assertion in mind:

- (a) Explain in great details the various stages that you would go through to conduct a successful interview. (20)
- (b) Advise your management on the FIVE best tips on how to handle the media that comes knocking. (5)

Question 2 (25 Marks)

‘The functions of a public relations practitioner within an organization are completely different from how public relations would function within an organization’.

Critically discuss the above statement in line with your new knowledge of the dynamics of contemporary public relations as a discipline. (25)

SECTION B: (Answer any TWO of the three questions in this section) [50 Marks]

Question 3: (25 Marks)

Discuss the differences between proactive and reactive public relations, bringing out some key pointers on how to execute both. (25)

Question 4 (25 Marks)

Discuss the scope and range of new media available to a contemporary public relations practitioner, and explain in great details some of the main opportunities and challenges new media presents to the practice of public relations. (25)

Question 5 (25 Marks)

- (a) Identify and discuss the main sections of the writing process. (15)
- (b) The inverted pyramid and the champagne glass techniques, are the two common techniques used by PROs to write news. Identify and briefly discuss the other TWO techniques. (10)