

**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV**  
**FINAL EXAMINATION (2007)**  
**SSU 2203 – PUBLICITY AND PROMOTIONS**



136

**DURATION: THREE (03) HOURS**

**Date: 05<sup>th</sup> October 2007**

**Time: 1.30 p.m. – 4.30 p.m.**

**Answer five (05) questions only. Each question carries 20 marks.**

1. PR practitioners should have the ability to communicate their messages convincingly to facilitate institutional stability. Demonstrate what this means by writing a news release on a key organizational issue of your choice assuming that you are a Public Relations Executive.
2. (a) What is sponsorship? Explain with reference to the following:  
(b) Why should companies choose to sponsor an event? Who are the parties involved in a sponsorship? Name a national level sponsorship of an event that you are familiar with and explain as to what made it a successful sponsorship.
3. Public relations is generally understood as an organizational initiative to be nice to people. Discuss with reference to the scope of public relations in modern organizations.
4. Outline the key functions of a press officer, distinguishing his or her role from that of a PR consultant.
5. The PR practitioner must have a thorough understanding of the working of the press and the print media in general. Describe what is meant by this?
6. Environmentalists have achieved much through effective use of communication strategies. Discuss one nationally known environmental example with reference to their use of public relations.
7. Define each of the following terms:
  - (i) Press conference
  - (ii) Publics
  - (iii) Photo-call
  - (iv) Propaganda
  - (v) Lobbying
8. "Product PR is just a form of advertising", said a Marketing Manager when he assigned a young executive to launch a new exclusive perfume for women. Explain what this means through an explanation that you are called upon to provide to your team.
9. Publicity and promotions has much to do with corporate image building. Discuss.