



National University of Ireland, Galway  
*Ollscoil na bÉireann, Gaillimh*

## Higher Diploma in Applied Communications

### Public Relations Examination December 2000

**Examiners:** Ms Bernadette O'Sullivan  
Prof. Hubert McDermott  
Mr John Walshe

**Duration:** 2 hrs. 30 mins

**Instructions:** Answer all questions

**Question 1 (-35 marks)**

What are the criteria for an effective corporate identity change? Refer to at least one case study to illustrate your answer.

**Question 2 (-35 marks)**

It is possible for an organization to emerge from a public relations crisis with an improved image. How is this achieved?

**Question 3 (-30 marks)**

How does a public relations practitioner build and maintain a solid relationship with members of the media?