



National University of Ireland, Galway

Higher Diploma in Applied Communications

Public Relations Examination December 1999

Examiners: Ms Bernadette O'Sullivan
Prof. Hubert McDermott

Duration: 2 hrs. 30 mins

Instructions: Please answer all questions; questions 1 and 2 each carry 40 marks; question 3 carries 20 marks.

1. The best public relations decisions are closely linked to sound business practices and a responsible corporate philosophy.

Discuss this statement, and illustrate your answer with examples. (40)

2. Using Barnardos as an example, explain and illustrate how corporate identity change involves much more than the alteration of the visual identity of an organization. (40)

3. **List, and explain** five functions of Public Relations. (20)