

Course: Corporate Communication and Public Relations

Lecture 16: Exam /50 marks

Lecturer: Protais NIYONSHIMA



Instructions

1. This question paper has 43 compulsory questions.
2. Read carefully and respond to questions as instructed.
3. Duration is 2 hours.

Write in full the following acronyms.

/4 marks

1. Write in full the following acronyms.

- a) VR:
- b) PR:
- c) CRM:
- d) ROI:

Answer by true or false. / 4 marks

2. Corporate identity is how a company presents itself to the public including both internal and external audiences.

- a) True
- b) False

3. The corporate image or brand image is one of the products a company offers.

- a) True
- b) False

4. A crisis is basically any foreseen event that could potentially damage the company's reputation externally internally or both.

- a) True
- b) False

5. Crisis management is a specific aspect of public relations that focuses on handling and mitigating unexpected and potentially damaging events that could harm an organization's reputation.

- a) True
- b) False

Answer by true or false. /5 marks

6. Intrapersonal communication takes place when two people are discussing.
 - a) True
 - b) False
7. A concept note is usually used to first propose a project to a donor to get funds.
 - a) True
 - b) False
8. A project proposal is a summary of a concept note.
 - a) True
 - b) False
9. A user manual is an instructional book or booklet that is supplied with almost all technologically advanced consumer products such as vehicles, home appliances and computer tools.
 - a) True
 - b) False
10. Spicing up oral communication involves adding variety, interest, and energy to a speech to engage one's audience and make conversations more dynamic and memorable.
 - a) True
 - b) False

Answer by true or false. /4 marks

11. An argument, in the context of communication and rhetoric, is a well structured document for presentation.
- a) True
 - b) False
12. Public relations (PR) refers to managing how others see and feel about a person, brand, or company.
- a) True
 - b) False
13. Social media analytics is the process of collecting, measuring, and interpreting data in research.
- a) True
 - b) False
14. Sentiment analysis is a natural language processing technique that involves determining the sentiment or emotional tone expressed in a piece of text, such as a sentence, paragraph, or document
- a) True
 - b) False

Answer by true or false. /2 marks

15. In customer profiling, psychographic strategy focuses on lifestyles; the how, when, and why people make purchases.

- a) True
- b) False

16. Ethics in corporate communication and public relations is not necessary in business so long as there enough investment.

- a) True
- b) False

Choose the best answer /2 marks

17. Sometimes, spicing up a speech needs the use of idioms. Choose the correct meaning of idiomatic phrases given below.

A. To keep one's temper

- a) To become hungry
- b) To be in good mood
- c) To preserve ones energy
- d) None of these

B. To take someone under your wing is to

- a) hide them
- b) take care of them
- c) suffocate them
- d) Call them

Choose the right answer. / 3 marks

18. A concept note can be written in the following situations, expect:

- a) When requested
- b) To introduce yourself
- c) To test the water
- d) To monitor implementation

19. What is the term used for updates by Twitter users?

- a) Tweets
- b) Tweep
- c) Twinks
- d) Twerson

20. Social networks have an enormous information sharing capacity. As such, they are a great distribution channel for _____.

- a) Customer feedback
- b) Viral content
- c) Exclusive coupons
- d) Marketing messages

Choose the best answer. / 3 marks

21. The following are parts of the content of a user manual, except:
- a) Procedural steps
 - b) Glossary of terms
 - c) Precautionary information
 - d) Announcement
22. User manuals vary depending on their purposes. The following are the types of manuals, except:
- a) Instruction Manual
 - b) Service Manual
 - c) Three-speed manual
 - d) User Manual
23. The ability to small talk at a workplace includes the following components, except:
- a) Tuning-in Techniques
 - b) Listening manners
 - c) And acting appropriately when it's your turn to talk
 - d) Teamwork spirit

Choose the best answer. / 2 marks

24. The following items are the factors influencing corporate image, except:

- a) Mission and vision
- b) External image
- c) Established business relationship
- d) Identified news channels

25. _____ refers to buying and selling information, products and services over computer communication networks.

- a) Commerce
- b) E-Commerce
- c) E-learning
- d) None of the above

Choose the best answer. / 3 marks

26. The first stage in the customer life cycle is?

- a) Acquisition
- b) Reaching
- c) Retention
- d) None of the above

28. The most crucial factor in public communication is the ...

- a) Speaker
- b) Audience
- c) Topic
- d) Location

29 ... is used to influence the way an organization is perceived by various groups of stakeholders.

- a) Discount
- b) Public relations
- c) Sale promotion
- d) Direct marketing

Choose the best answer. / 3 marks

30. All of the following reflect the functions of public relations, except.

- a) Selling
- b) Corporate communication
- c) Employee relation

31. What is one of the big differences between traditional media and social media?

- a) social media reaches only a few people at a time.
- b) participatory production.
- c) the management structure of the companies.
- d) traditional media offers no way for audiences to communicate with media producers.

32. Estimated metrics include ... which provide the number of times a user has potentially seen a certain piece of content or advertising.

- a) views
- b) impressions
- c) Reach
- d) all of the above

Choose the best answer. / 3 marks

34. The following are the benefits of working with influencers, except:

- a) Increased brand awareness
- b) Content creation
- c) Business monitoring

35. The following are the ways to identify social media influencers, except:

- a) Social media platforms
- b) Influencer marketing platforms
- c) Research institutes

36. The following are the ways of developing trust in e-commerce, except:

- a) Be transparent
- b) Be easily reachable
- c) Be ambitious

Choose the best answer. / 3 marks

37. The purpose of Customer Relationship Management includes the following, except:

- a) Creating value for the customer and the company over the longer term.
- b) Enabling organizations to gain competitive advantage over competitors.
- c) Identifying competitors in the same business.

38. The following are the key stages for CRM cycle, except:

- a) Reaching a potential customer
- b) Customer retention
- c) Customer satisfaction

39. Nature of e-relationship includes the following , except:

- a) Business to consumer
- b) Consumer to business
- c) Consumer to influencers

Matching /3 marks

40. Read the following duties from a Corporate Communication Department and match the responsibilities with their corresponding actions.

Responsibility	Action
1. Media and public relations	a) Engage
2. Crisis communication	b) Respond
3. Internal communication	c) Communication

Open question. /2 marks

42. Suppose that you are in charge of the management of Corporate Communication and Public Relations at “Hope Airlines.” Yesterday, Hope Airlines was suddenly struck by a wide-reaching technology failure. A website and other key systems have been down for more than 12 hours, prompting the airline to cancel thousands of flights. This situation will last for a couple of days. Write a short post for social media platforms to inform your customers about the issue before they start complaining.

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Answers

Write in full the following acronyms.

/4 marks

1. Write in full the following acronyms.

- a) VR: Virtual Reality*
- b) PR: Public Relations*
- c) CRM: Customer Relationship Management*
- d) ROI: Return on Investment*

Answer by true or false. / 4 marks

2. Corporate identity is how a company presents itself to the public including both internal and external audiences.

- a) *True*
- b) False

3. The corporate image or brand image is one of the products a company offers.

- a) True
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4. A crisis is basically any foreseen event that could potentially damage the company's reputation externally internally or both.

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b) *False*

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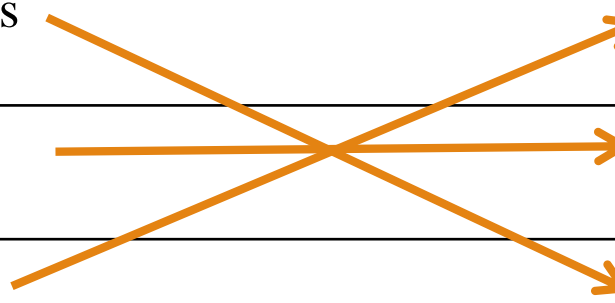
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Open question. /2 marks

41. Suppose that you are in charge of Communication and Public Relations at IPRC Musanze. Write a short message for social media platforms inviting candidates to register for a three-month short course program in E-Commerce. Registration deadline is on the 2nd January 2024. /5 marks

The answer should reflected the following:

- ✓ *Check the following (1 mark each item):*
- ✓ *A short clear message*
- ✓ *Intended action*
- ✓ *Concerned people*
- ✓ *Deadline*
- ✓ *Registration guidelines*

Open question. /2 marks

42. Suppose that you are in charge of the management of Corporate Communication and Public Relations at “Hope Airlines.” Yesterday, Hope Airlines was suddenly struck by a wide-reaching technology failure. A website and other key systems have been down for more than 12 hours, prompting the airline to cancel thousands of flights. This situation will last for a couple of days. Write a short post for social media platforms to inform your customers about the issue before they start complaining.

The answer should have the following elements:

- ✓ *A short and clear message*
- ✓ *Apology for the inconvenience*
- ✓ *What the company is currently doing to handle the issue*

Open question. /2 marks

43. E-commerce offers several benefits in the context of Customer Relationship Management (CRM). Discuss three key advantages of e-commerce in CRM.

E-commerce offers several benefits in the context of Customer Relationship Management (CRM). Here are some key advantages of e-commerce in CRM:

- ✓ *Worldwide presence*
- ✓ *Cost-effective marketing and promotions*
- ✓ *Curtailing of transaction cost*

Thank you!