

PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF COMMUNICATION AND DEVELOPMENT STUDIES

EXAMINATION
SECOND SEMESTER 2020

EXAMINATIONS TITLE: PUBLIC AND COMMUNITY RELATIONS
SUBJECT CODE: CD 225
DATE: FRIDAY 23rd OCTOBER 2020
TIME: 12:50 PM
VENUE: CDS ROOM 209 & 207
TOTAL WEIGHT: 40%
SUBJECT EXAMINER: Ms Imeda Ambelye

- INSTRUCTIONS:**
1. THERE ARE TWO PARTS TO THIS EXAMINATION PAPER
PART A: TRUE OR FALSE QUESTIONS: **20 MARKS**
PART B: SHORT ANSWER QUESTIONS: **50 MARKS**
PART C. **LONG ANSWER QUESTIONS: 30 MARKS**

TOTAL 100 MARKS
 2. ALL ANSWERS MUST BE WRITTEN IN THE EXAMINATION BOOK PROVIDED
 3. WRITE THE PART THEN THE QUESTION NUMBER IN THE BOOK AND THEN ANSWER THE QUESTION
 4. NOTE SPECIFIC INSTRUCTIONS ARE PROVIDED IN EACH SECTION
 5. MAKE SURE YOUR NAME AND ID ARE WRITTEN IN THE BOOK PROVIDED

PART A: TRUE OR FALSE QUESTIONS (20 MARKS)

ANSWER ALL THE QUESTIONS

EACH QUESTION IS WORTH 1 MARK

ANSWER TRUE OR FALSE

Question 1

Hard news is the term used to describe the serious, factual news that needs little comment, colour, or description.

Question 2

Public Relations are a planned and sustained effort to establish and maintain good relations and understanding between an organization and its public.

Question 3

Soft news describes items which may be amusing, astonishing, not moving, of human interest, or simply informing or entertaining.

Question 4

Ernst & Young survey found that investors choose to invest on financial and non-financial performance.

Question 5

Another term used for Corporate Image is corporate figure.

Question 6

Successful Community Relations is of fundamental importance in project planning and implementation.

Question 7

Adaptations by a social system to external agents of change and or endogenous change.

Question 8

It is the responsibility of the PR Officer to know all policies about the company in order to inform the management.

Question 9

In the reading by Emma Woods she talks about issues around corporate communications first and later she talks about the publics of a corporation.

Question 10

Marketing is often confused with Public Relations.

Question 11

Community relations is not a specialized area of public relations.

Question 12

Community relations in Papua New Guinea is not different from the rest of the world.

Question 13

Building good community relations requires a thorough knowledge of the community, effective two-way communication and a definite policy.

Question 14

The Institute of Marketing defines marketing as: 'The management process responsible for identifying, anticipating and satisfying consumer requirements profitably',

Question 15

When a company is able to see the objective of PR, funding for whatever job the incumbent wants to do would have to be justified all the time.

Question 16

Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics.

Question 17

Public relations is intentional, not haphazard.

Question 18

Landowner issues require a lot of time, patience and perseverance.

Question 19

Public relations campaigns are often not harder to quantify.

Question 20

It is not important to explain government relations to project area people.

PART B: SHORT ANSWER QUESTIONS (50 MARKS)

EACH QUESTION IS WORTH 5 MARKS

ANSWER ALL THE QUESTIONS

QUESTION 1

Explain the functions of a Public Relations officer in an organization.

QUESTION 2

Why is it important to have a community relations officer in a proposed mining operation area in PNG?

QUESTION 3

Describe some things that are done when deciding the format of a newsletter.

QUESTION 4

Explain what Social Impact Assessment is and give specific examples to support.

QUESTION 5

What is Environmental Impact Assessment and give examples.

QUESTION 6

Who are project area people and why are they important?

QUESTION 7

List some things that happen in the mobilisation of project area people.

QUESTION 8

List the factors that determine how often a newsletter can be produced.

QUESTION 9

Explain what good communication is important at workplace.

QUESTION 10

List two theories underlying the development of internal communication.

PART C

SHORT ANSWER QUESTIONS (30 MARKS)

EACH QUESTION IS WORTH 10 MARKS

ANSWER ALL THE QUESTIONS

QUESTION 1

Read this article and provide your critical feedback on this using the knowledge you have of writing a news article as a public relations officer.

THE Ramu nickel/cobalt project is bringing much needed services to remote areas of the Madang Province which would have otherwise lived in poverty.

Since it started construction at its project sites, the company has become one of the top resource projects that provides many benefits to host provinces and affected communities including infrastructure and some of the most important road and bridge developments in the country have been constructed or maintained by resource developments.

The Ramu nickel-cobalt project developed by Ramu NiCo Management has added to this record by building major infrastructure in the Madang Province.

The PNG Chamber of Mines and Petroleum, the peak body representing the mining and petroleum sector of the country, has welcomed the recent announcement by Ramu NiCo president Madame Luo Shu, that the project has secured a Chinese Government grant of about K25 million for a major upgrade of the public road from Usino junction to Yamagi in Madang Province.

This road connects with the large concrete bridge built across the Ramu river by Ramu NiCo which provides the only access to Usino and Madang for people living in the isolated region on the west side of the river, including the mining area at Kurumbukari. This is the only bridge on the entire Ramu River and is a major asset to the Madang Province.

“The upgraded road will facilitate the operation of the mine and improve the welfare of isolated communities. This is one of the many direct benefits the project is providing and the road work will further grow employment opportunities. The development already provides employment for over 1200 citizens as well as other benefits including training, agriculture and other community development projects mainly in health and education, and business development,” said Greg Anderson, executive director of the PNG Chamber of Mines and Petroleum.

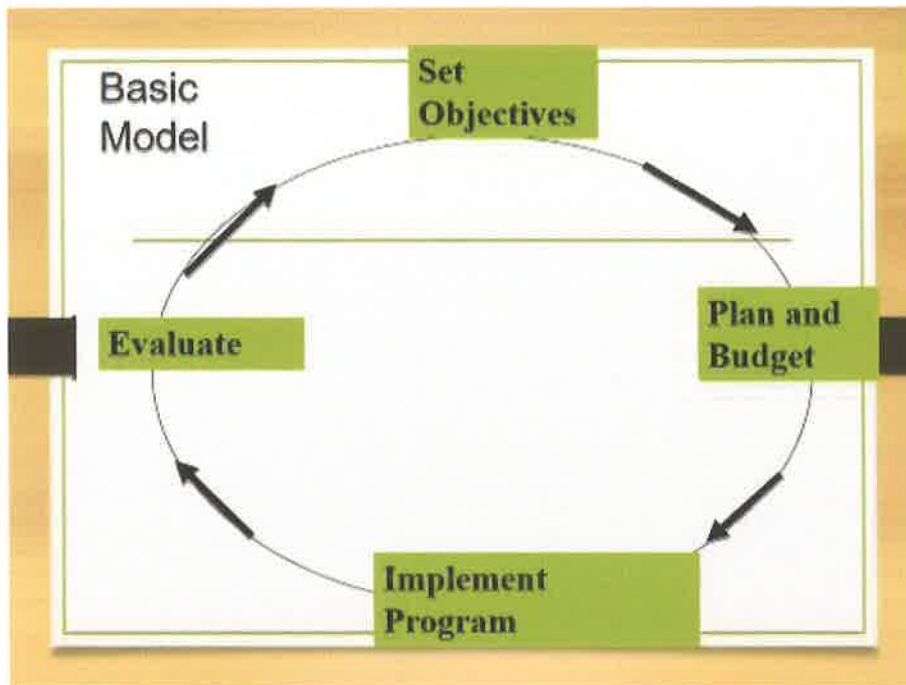
“Once production starts over 4000 landowners will benefit from equity and royalty payments. Equity is held through the Mineral Resources Development Company and is split between the four landowner umbrella groups representing Kurumbukari mine site, inland pipeline, coastal pipeline and Basamuk plant site landowners.”

Ramu NiCo brings services to rural areas

By ERIC TAPAKAU

QUESTION 2

List two activities that can take place in each stage of the following cycle (on page 6) in the planning and exhibition model.



QUESTION 3

There are many topics looked at in this subject (CD 225 public and community relations). According to your view, what is the most important topic or theme you learnt in this subject? Provide some good reasons to support your view.

END OF EXAMINATION