

## Certificate in Public Relations

### Level 2

On Demand  
Time: 2 hours

Paper Reference  
**ASE2029 D5**

Complete the details below in block capitals.

Candidate name

Centre Code

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Number of additional sheets  
handed in

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**You do not need any other materials.**

### Instructions

- Do **not** open this examination paper until you are told to do so by the supervisor.
- Use **black/blue** ink or ball-point pen  
– *pencil can only be used for graphs, charts, diagrams, etc.*
- Ensure your answers are written clearly.
- Fill in the boxes at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Write your answers in the spaces provided on the question paper.
- If you need more space, use the additional sheets provided. Write your name, candidate number and question number on each sheet and attach them to the inside of your question paper. State, on the front of your question paper, the number of additional sheets attached.
- Answer **all** questions.
- Write rough notes only in the space on the question paper headed **Rough Notes**.

### Information

- The total mark for this paper is 100.
- There are 17 questions in this question paper  
– *each question carries equal marks.*
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- You may use an English or bilingual dictionary.

### Advice

- Read each question carefully before you start to answer it.
- Check your answers carefully if you have time at the end.

**EXAMINER'S  
USE ONLY**  
  
TOTAL

Turn over ►





A large rectangular area with rounded corners, containing 25 horizontal dotted lines for writing.

Handwriting practice area with 25 horizontal dotted lines.

**(Total for Question 1 = 20 marks)**

2 Briefly explain what is meant by the following:

(a) **embargo**

(3)

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.....

.....

.....

(b) **copy date**

(2)

.....

.....

.....

**(Total for Question 2 = 5 marks)**

3 (a) Give a suitable definition of **sponsorship**.

(2)

.....

.....

.....

(b) Give **three** different examples of sponsorship activities.

(3)

1 .....

2 .....

3 .....

**(Total for Question 3 = 5 marks)**

4 (a) What is meant by **the agenda** of a meeting?

(2)

.....

.....

.....

(b) What are **the minutes** of a meeting?

(3)

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.....

.....

.....

**(Total for Question 4 = 5 marks)**

5 (a) Identify **three** ways of collecting primary data.

(3)

1 .....

2 .....

3 .....

(b) Explain what is meant by **quantitative data**.

(2)

.....

.....

.....

**(Total for Question 5 = 5 marks)**

6 Identify **five** characteristics of a **press conference**.

- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....

**(Total for Question 6 = 5 marks)**

7 (a) Give **three** advantages to a company that has good community relations.

(3)

- 1 .....
- 2 .....
- 3 .....

(b) What is meant by **staff secondment**?

(2)

- .....
- .....
- .....

**(Total for Question 7 = 5 marks)**

8 Identify **any five** generic publics for a supermarket and give a suitable example of each one.

- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....

**(Total for Question 8 = 5 marks)**

9 Briefly explain what is meant by:

(a) **body media**

(2)

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.....

.....

(b) **cartoon type leaflets.**

(3)

.....

.....

.....

.....

**(Total for Question 9 = 5 marks)**

10 Your company has recently carried out a campaign to inform people of the dangers of alcohol abuse. Identify **five different** methods you could use to evaluate the success or failure of this campaign.

1 .....

2 .....

3 .....

4 .....

5 .....

**(Total for Question 10 = 5 marks)**

11 Give **five** staff positions that might be present in a public relations consultancy.

1 .....

2 .....

3 .....

4 .....

5 .....

**(Total for Question 11 = 5 marks)**



12 (a) What is meant by the term **slander**?

(2)

.....

.....

.....

(b) Briefly explain what is meant by **libel**.

(3)

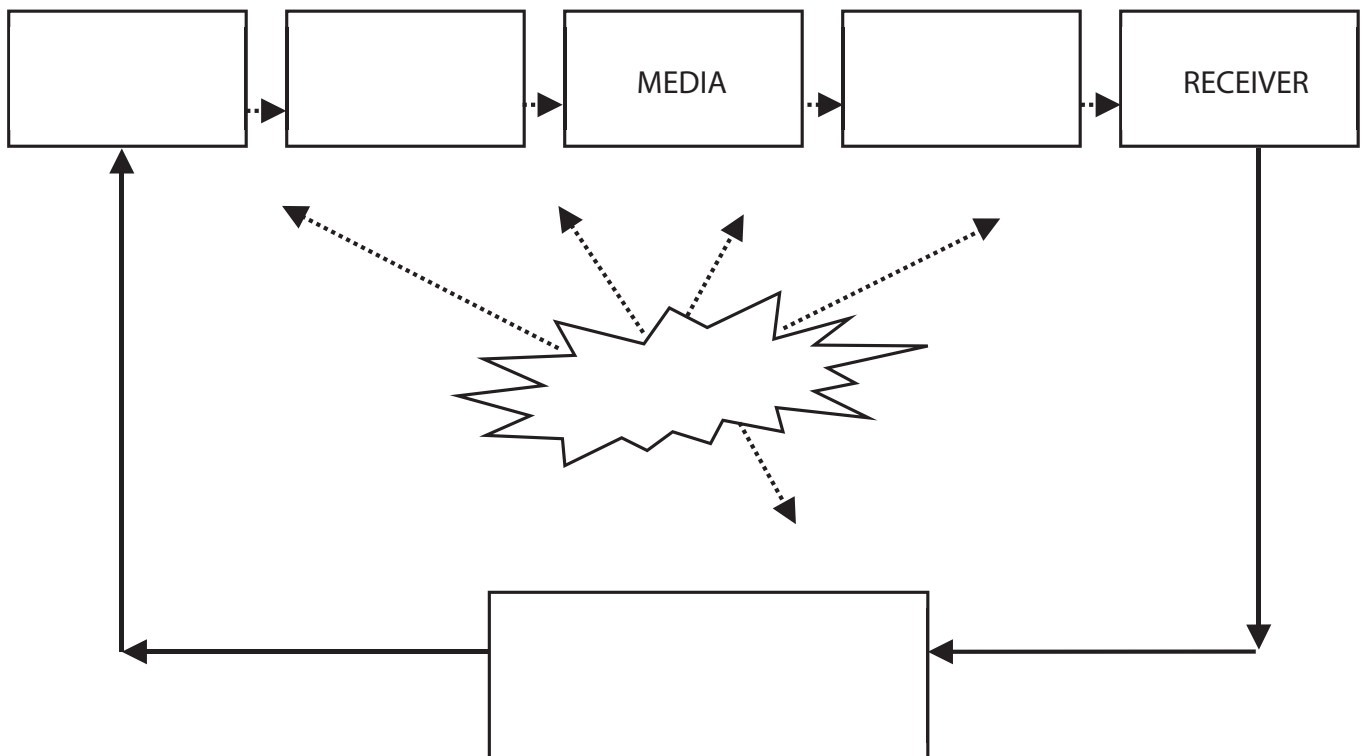
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(Total for Question 12 = 5 marks)

13 Complete the following diagram to illustrate the **communication process**.



(Total for Question 13 = 5 marks)

**14** (a) Identify **three** specialist activities of a public relations consultancy excluding any form of media activities.

(3)

- 1 .....
- 2 .....
- 3 .....

(b) Give **two** methods of how a public relations consultancy might be paid.

(2)

- 1 .....
- 2 .....

**(Total for Question 14 = 5 marks)**

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**15** Briefly explain what is meant by **media relations**.

- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....

**(Total for Question 15 = 5 marks)**

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**16** (a) Identify **three different** types of exhibition

(3)

- 1 .....
- 2 .....
- 3 .....

(b) Give **two** roles of a public relations officer when arranging an exhibition.

(2)

- 1 .....
- 2 .....

**(Total for Question 16 = 5 marks)**

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**17** (a) Briefly explain the term **desk-top publishing**.

(2)

.....

.....

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(b) Give **three** uses of desk-top publishing in a Public Relations Department.

(3)

1 .....

2 .....

3 .....

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**(Total for Question 17 = 5 marks)**

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**TOTAL FOR PAPER = 100 MARKS**

**ROUGH NOTES**