

Pearson LCCI

Certificate in Public Relations (VRQ)

Level 2

Sample assessment material for first teaching
from Series 3, 2010

Time: 2 hours

Paper Reference

ASE2029

Complete the details below in block capitals.

Candidate name

Centre Code

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Candidate Number

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Candidate ID Number

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Total Marks

You do not need any other materials.

Instructions

- Use **black** ink or ball-point pen
 - pencil can only be used for graphs, charts, diagrams etc.
- Fill in the boxes at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Answer **all** questions.
- Answer the questions in the spaces provided
 - there may be more space than you need.

Information

- The total mark for this paper is 100.
- There are 17 questions in this question paper.
- 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.
- Try to answer every question
- Check your answers if you have time at the end.

Turn over ►

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Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 1 = 20 marks)



2 Briefly explain what is meant by:

(a) media relations

(2)

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(b) media evaluation.

(3)

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(Total for Question 2 = 5 marks)

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5 Give **five suitable** examples of the publics for a hospital.

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(Total for Question 5 = 5 marks)

6 Give **any five** elements of the six-point planning model.

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(Total for Question 6 = 5 marks)

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7 (a) Give a suitable definition of statutory law.

(2)

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(b) What is meant by copyright?

(3)

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(Total for Question 7 = 5 marks)

8 What do the following letters refer to in relation to an analytical tool?

P.....

S.....

E.....

L.....

T.....

(Total for Question 8 = 5 marks)



9 Identify **five different** community relations activities an organisation might carry out.

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(Total for Question 9 = 5 marks)

10 What do the following letters relate to in connection with research methods?

- C.....
- A.....
- T.....
- S.....

(Total for Question 10 = 5 marks)

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15 (a) What is meant by primary research?

(2)

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(b) Give **three** different methods of obtaining primary research.

(3)

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(Total for Question 15 = 5 marks)

16 In relation to the effective management of meetings, briefly explain what is meant by:

(a) the agenda

(3)

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(b) the minutes.

(2)

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(Total for Question 16 = 5 marks)

17 (a) What is meant by 'the internet'?

(2)

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(b) What is the role of a search engine?

(3)

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(Total for Question 17 = 5 marks)

TOTAL FOR PAPER = 100 MARKS

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