

Pearson LCCI

Certificate in Public Relations (VRQ)

Level 3

Sample assessment material for first teaching
from Series 2, 2010

Time: 3 hours

Paper Reference

ASE3029

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 of section A and any 3 questions from Section B**
- 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 10 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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(Total for Question 1 = 20 marks)



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(Total for Question 2 = 20 marks)



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(Total for Question 3 = 20 marks)



4 (a) Explain **five differences** between a press reception and a press conference.

(5)

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(b) Provide **five suitable** examples of when a press reception could be used.

(5)

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(Total for Question 5 = 20 marks)



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(Total for Question 6 = 20 marks)



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(Total for Question 7 = 20 marks)



8 Very briefly explain each of the following terms used in public relations:

(a) broadcast sponsorship

(2)

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(b) a columnist

(2)

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(c) cover price

(2)

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(d) a web page

(2)

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(e) libel

(2)

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(f) proofreading

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(g) desktop publishing

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(h) typography

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(i) CCTV

(2)

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(j) The Mexican Statement.

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(Total for Question 8 = 20 marks)

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(Total for Question 10 = 20 marks)

TOTAL FOR PAPER = 100 MARKS



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BLANK PAGE



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