

## **Media Relations**

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### **Assessment**

**Total Marks: 30**

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|---|---|
| 1. Why is the use of media important for public relations activities? | 6 |
| 2. What are the benefits of a multimedia approach?                    | 5 |
| 3. What are the '7Cs of skilled communications?                       | 8 |
| 4. What are the different types of public relations media?            | 6 |
| 5. State the different ways of supplying information to the media.    | 5 |