

- 1.** Give short answers to the following questions: (15)
 - i. How can the external environment influence an organization and what is its importance in regards to Public Relations?
 - ii. What is a macro environment? How does it affect the Public Relations of an organisation?
 - iii. Why do Public Relations' professionals work closely with lawyers?
 - iv. What is the relationship between marketing and Public Relations?
 - v. Describe the role of a communication manager within an organisation.

- 2.** 'An analysis of an external and internal environment of an organisation is essential for performing Public Relations activities.' Discuss this. (7)

- 3.** How can Public Relations' activities be structured at various stages of the organisation? Explain with examples. (8)