



FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BHRM, BPA

YEAR/SEM: YEAR 2/SEMESTER 2

COURSE CODE: PAD 2201

NAME: PUBLIC RELATIONS

DATE: 2025-04-25

TIME: 9:00AM-12:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Section A is compulsory

Question 1:

STORY OF MY LIFE

Aliko Dangote [GCON](#) (born 10 April 1957) is a Nigerian businessman known for his key roles in [Dangote Group](#) and [Refinery](#). In 2011, he was appointed as member of the economic management team by President [Good luck Jonathan](#). Dangote is the [wealthiest black person in the world](#); as of March 2025, [Forbes](#) estimates his net worth to be US\$23.8 billion.

Born to a wealthy family in [Kano](#), [Kano State](#), Nigeria, Dangote is from a [Hausa](#) descent. His father was a businessman and his mother, from a wealthy family, was a businesswoman and philanthropist. Raised a Muslim, he was educated in a [Madrasa](#) and completed his primary education in a public school. He left Nigeria for Egypt after his secondary education at [Government College, Birnin Kudu](#), and studied business studies at [Al-Azhar University](#) in [Cairo](#), Egypt before returning to [Lagos](#) to pursue business ventures.

In 1977, Dangote first founded the [Dangote Group](#), a small company that traded commodities; importing sugar, salt, and food products. In 1981, he founded Dangote Nigeria Limited and Blue Star Services; both imports rice, and bulk materials like steel and aluminum products. Following the large sales by the company, and high demand for cement, Dangote founded the [Dangote Cement](#), which faced competition from [Lafarge](#), a French cement manufacturing company known for importing cement to African countries during that period. As of 2023, Dangote Cement has generated about \$3.7 billion in revenue and Dangote Sugar Refinery have been ranked as one of the largest sugar producers in Nigeria and Africa.

[Source: Internet]

Qn. 1 (a) Why is it important to tell or share our life stories (10marks)

(b) How did you feel sharing your life story to the Class audience? (10marks)

(c) List down some of the lessons you learned from the class exercise of sharing life stories. (10marks)

(d) What do you learn from the life story of Dangote. (10marks)

Section B Answer ONLY 3 Questions in Section B

Question 1:

Mention and explain the challenges faced by public relations practitioners in the digital era. (20marks)

Question 2:

Explain some of the most effective tools companies or organisations use to effectively make impact to the public. (20 marks)

Question 3:

(a) Basing on your experience during group work assignments,

- (a) Mention the benefits of team work. (10marks)
- (b) What are the challenges of team work. (10marks)

Question 4:

- (a) Define the term communication strategy (5 marks)
- (b) Why is it important for organisations to have communication strategies in place. (15 marks)

Question 5:

Chose an organization of your choice and:

- (i) Give the name of the organization (2 marks)
- (ii) Specify your target audience within the organization (3 marks)
- (iii) Mention some of the strategies you will use to relate with the target audience with the aim of achieving your objectives. (15 marks)

Question 6:

- (a) What do you understand by the term “Crisis Communication?” (5marks)
- (b) Give an example of a crisis situation. (5marks)
- (c) What steps should be followed when managing crisis in public relations. (10marks)