

1. Give short answers to the following questions: (20)

- i. In what way is the code of Ethics important for the profession of Public Relations?
- ii. What does the term, 'relating organisational goals to the public interest' mean?
- iii. Discuss the need for legal consideration in Public Relations.
- iv. What is the relationship between social audit and the observance of a Code of Ethics?

Activity (10)

Look at a recent edition of a magazine. Read the advertisements of products and services in the magazine. Locate and write all the tall claims, exaggerations, dubious phrases, and distortions, which could be known as 'misleading' in the advertisement. Rewrite or rephrase them to make them more credible and yet, impressive.