



Pan Africa
Christian University

CAMPUS: ROYSAMBU BLENDED

SEMESTER: JANUARY APRIL 2025

COURSE TITLE: PUBLIC RELATIONS STRATEGY

COURSE CODE: PRC 206

LECTURER: JULIET MWANGI

INSTRUCTIONS: SECTION A IS **COMPULSORY**. ANSWER ANY **THREE** QUESTIONS FROM SECTION B.

SECTION A

QUESTION ONE – COMPULSORY

- a. The relationship between a public relations practitioner and a journalist is symbiotic. Using examples discuss the meaning of this statement. (4marks)
- b. Use examples to distinguish the terms goals, aims and objectives as used in public relations strategy. (6 marks)

SECTION B – ANSWER ANY THREE QUESTIONS

QUESTION TWO

ABC company's employees are planning a strike due to dissatisfaction with working conditions. As the PR strategist, management has asked you to manage the issue internally and externally. Apply the stages in issues management to manage the issue before it becomes a full blown crisis.

(10 marks)

QUESTION THREE

- a. Persuasion is very important when it comes to designing message strategy. Using examples explain three persuasion techniques that a Non-Governmental organization can use. (6 marks)
- b. As a PR strategist demonstrate any two situations that warrant the use of one sided argument.

(4marks)

QUESTION FOUR

Assume you are the Public Relations practitioner and you are running a Public Relations strategy for a financial institution,

a. Formulate two action objectives and two awareness objectives (4marks)

b. Discuss three approaches to budgeting that you can use for your PR strategy

(6 marks)

QUESTION FIVE

As the PR consultant for a mid-sized technology company, you have recently developed a PR strategy to enhance its market presence and manage its reputation. Analyze four methods for evaluating this strategic plan as well as its effectiveness. (10 marks)