



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION**

MAY-AUGUST 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: PRC206

COURSE TITLE: PUBLIC RELATIONS STRATEGY

EXAM DATE: WEDNESDAY 14th AUGUST 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- **This Exam Script has TWO (2) Sections.**
- **Section “A” is COMPULSORY.**
- **Answer any TWO questions in section “B”**
- *ALL PAC University’s examination rules and regulations apply*

SECTION A: COMPULSORY

QUESTION ONE:

- (a) Define the term strategy (2 marks)
- (b) Highlight five ways how technology has impacted strategic communication (10 marks)
- (c) Demonstrate three ways in which a Company can utilize Integrated Marketing Communication (IMC) (9 marks)
- (d) Describe three results that a Company can achieve as a result of engaging in Strategic Public Relations (SPR) (9 marks)

SECTION B: Answer any other 2 questions. Each has 20 marks

QUESTION TWO

- (a) Define situational analysis (2 marks)
- (b) “Only 2.03 million foreign tourists visited Kenya in 2018. Thailand received 34 million yet they do not have wildlife there”. The Ministry of Tourism has received this report and wants to improve tourist visits in 2019. They have invited you to carry out a situational analysis and advise them. Explain four steps that would assist you in carrying out one (12 marks)
- (c) Define ethics (2 marks)
- (d) List four ethical considerations that a Public Relations Practitioner should consider when making decisions (4 marks)

QUESTION THREE

- (a) Highlight five publics that are common to most Organizations (5 marks)
- (b) List five key principles in goal setting in Public Relation Strategy (5 marks)
- (c) Illustrate five ways how you use Public Relations Strategy to enhance your Company positioning (10 marks)

QUESTION FOUR

- (a) Give the difference between proactive and reactive public relations (4 marks)
- (b) Define communication tactics (2 marks)
- (c) Explain the four categories of communication tactics (8 marks)
- (d) List six common events that fall under any Corporate Company’s calendar (6 marks)

QUESTION FIVE

- (a) Define International Public Relations (1 mark)
- (b) Highlight five characteristics of countries in which Public Relations tends to develop more rapidly (10 marks)
- (c) List the three modes of persuasion which can be used in Public Relations (3 marks)
- (d) Explain three ways in which a Public Relations Professional can achieve a positive emotional appeal (6 marks)