



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

SEPTEMBER – DECEMBER 2017

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: PRC400|COC400

COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS

EXAM DATE: TUESDAY 5th DECEMBER 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- **Answer all questions in Section A and any two (2) questions in Section B**

Section A: Compulsory

Q1. a) What is International Relations? State and briefly explain the concept. **(5marks)**

b) In your own words and in your understanding, what is International Public Relations?
(5marks)

c) “Effective PR will share generic principles across cultures, even though applications may be culture-specific”.

Using relevant examples, discuss the above statement. **(20marks)**

Q2. a) Compare the Realism and Liberalism theories in International Relations. **(10marks)**

b) Using examples and giving reasons, show which one of the two theories, in your opinion, best represents the reality of International Relations practice. **(20marks)**

Section B: any two (2) questions

Q3. Strategic Cooperative Communities focus on relationship building instead of rationalist business management methods.

- a) Explain why the new approach to PR should focus more on relationships **(5 marks)**
- b) Why is focusing on relationships beneficial to organizations? **(5 marks)**
- c) Point out why the old approach of focusing on rationalist business management methods was limited. **(5 marks)**
- d) State whether relationships alone are adequate, and why. **(5marks)**

Q4. a) Explain how gender issues affect the role of women and professionalism in PR practice. **(10marks)**

b) Explain the concept of ethical universalism in PR practice in Transnational and Multinational firms. **(4 marks)**

c) Why is ethical universalism in PR practice necessary in Transnational and Multinational firms? **(6marks)**

Q5. a) Is PR an alternative to reality? Bearing in mind Mortensen’s arguments, discuss your view or stand on whether PR is an alternative to reality. **(10marks)**

b) Why is the environment and sustainable development of concern in International Relations? **(10marks)**