



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 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION

COURSE CODE: PRC206

COURSE TITLE: PUBLIC RELATIONS STRATEGY

EXAM DATE: TUESDAY 11th DECEMBER 2018

Duration: 3 Hours

TIME: 2.00PM- 5.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- This examination script consists of **Five (5)** questions.
- Answer **Question ONE** and any other **TWO** questions
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

1. Write short notes on the following :

- (a) Company positioning (5 marks)
- (b) Corporate Communication (5 marks)
- (c) Media relations (5 marks)
- (d) Crisis Management (5 marks)
- (e) List and explain any five values that should guide a Public Relations Practitioner (10 marks)

2. (a) You have been hired by a Corporate Company to do a strategy for a relaunch. Describe the four phases that you would follow in the strategic planning (8 marks)

(b) With relevant examples, illustrate the four types of publics under all issue publics (12 marks)

3. (a) Explain any four principles that a Public Relations practitioner can follow in goal setting (8 marks)

(b) Give the difference between proactive and reactive public relations (4 marks)

(c) You are a Public Relations Practitioner who has been hired by a real estate Company to create awareness. Explain your target publics and the communication tactics that you would use (10 marks)

4. (a) Explain six reasons why a Public Relations Practitioner can use formative research (12 marks)

(b) For each of the following, give two reasons:

(i) Identifying Publics (2 marks)

(ii) Analyzing the Organization (2 marks)

(c) Mention any two of the three persuasive appeals described by Aristotle (2 marks)

5. (a) Describe six values of planning for a Public Relations programme (12 marks)

(b) Using four examples, demonstrate how technology has impacted Public Relations Programs (8 marks)