



COURSE UNIT CODE: PRC 400

COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS

END OF SEMESTER EXAMINATION DECEMBER 2024

DEGREE – ONLINE EVENING CLASS

COURSE LECTURER – Ms. ELIZABETH THIGA

SECTION A - COMPULSORY

Question One

You are the Investor Relations Officer at *Tajiri Investments Firm* in Nairobi. The company intends to venture into the international market through selling shares at the Arusha stock exchange. Elaborate any five communication activities you would undertake to prepare the Tanzanian market for the Initial Public Offering (IPO) **(10 marks)**

SECTION B – CHOOSE ANY THREE

Question Two

Fly Away Airline a Kenyan organization has advertised for the position of Communications Officer at their office in Paris, France as a way of targeting new customers. As an interested applicant, explain any five public relations skills you would include in your CV to demonstrate your abilities in handling this role. **(10 marks)**

Question Three

Imagine you are part of a team of branding experts appointed by Brand Kenya. Your task is to create a unique brand identity that will make a lasting impression of Kenya at the upcoming Dubai Tea Expo.

- a. Outline six practical steps you would recommend the government take to effectively develop and establish this brand identity for Kenya, considering how it will resonate with an international audience and stand out in the competitive tea market. Be sure to provide examples and reasoning behind each step. **(6 marks)**

- b. Illustrate with examples any two activities you would undertake to showcase the country's products. **(4 marks)**

Question Four

National governments consistently face issues and fall into situations of crisis. As a Communications officer working at a Kenyan Embassy in a foreign country, discuss the five stages you would explore to identify any issues that may cause a crisis for the country. **(10 marks)**

Question Five

You are the Communications officer for *Globe Energy and Shine* a Kenyan company in Burundi that deals with manufacturing of petroleum products and mining of gemstones. In a bid to connect with the local communities, explain any five ways your organization would give back to the community **(10 marks)**