



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 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

PRC 206: PUBLIC RELATIONS STRATEGY

LECTURER: JULIET MWANGI

INSTRUCTIONS:

- Section A is compulsory.
- Answer any three questions from section B.

SECTION A

- 1a. Use examples to distinguish the terms goals, aims and objectives as used in public relations strategy. (6 marks)
- b. Providing examples for each, explain two benefits of stakeholder analysis in public relations strategy. (4marks)

SECTION B

ANSWER ANY THREE QUESTIONS

2. A popular food product has been found to contain a harmful contaminant. As the PR strategist for the food company, you must manage the recall and communicate with the public.
- a. Illustrate any five tactics appropriate for the recall and communication. (5 marks)
 - b. Explain how the tactics in (a) above will be implemented. (5 marks)
3. 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)
4. Explain four differences between proactive and reactive public relations strategies and give examples of when each strategy would be appropriate. (10 marks)
5. 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 and as well as its effectiveness. (10 marks)