



**Pan Africa**  
**Christian University**

**CAMPUS:** ROYSAMBU BLENDED

**SEMESTER:** JANUARY – APRIL 2026

**COURSE TITLE:** INTERNATIONAL PUBLIC RELATIONS (**PHYSICAL**)

**COURSE CODE:** PRC 400

**INSTRUCTIONS:** SECTION A IS **COMPULSORY**. ANSWER ANY TWO QUESTIONS FROM SECTION B.

## **SECTION A**

### **QUESTION ONE – COMPULSORY (30marks)**

- Differentiate between domestic public relations and international public relations. (4marks)
- Discuss three controversies associated with corporate advertising. (6marks)
- Giving examples, elaborate on FIVE implications of social media in the practice of International public relations. (10marks)
- In what circumstances will you justify teleology as a right course of ethical action to take? Support your answer with relevant examples. (10marks)

### **SECTION B – ANSWER ANY TWO QUESTIONS (30marks)**

#### **QUESTION TWO (15 marks)**

Giving detailed examples, assess the application of excellence theory to international public relations. (15marks)

#### **QUESTION THREE (15 marks)**

The ministry of tourism intends to carry out campaign titled “brand Kenya” in the international media . Assuming you are a communications officer in this ministry explain:

Any three key stakeholders you would need to communicate to, and specific messages, and the channels of communication you would use to reach them. (15marks)

#### **QUESTION FOUR (15 marks)**

Many African countries have gone through a period where they are required the use of international PR to maintain investors in their country. Advise on FIVE solid strategies of IPR you would recommend for governments to employ. (15marks)

#### **QUESTION FIVE**

Toyota Motor Corporation is one of the world's largest automotive manufacturers.

- a. Identify FIVE key publics of this company. (5marks)
- b. Justify your listing them as members of the network of Toyota corporation. (10marks)