



COURSE UNIT CODE: PRC 400

COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS

END OF SEMESTER EXAMINATION APRIL 2025

DEGREE – ONLINE EVENING CLASS

COURSE LECTURER – Ms. ELIZABETH THIGA

SECTION A - COMPULSORY

Question One

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

SECTION B – ANSWER ANY THREE QUESTIONS

Question Two

Fly Away Airline a Kenyan based company has advertised for the position of Communications Officer at their headquarters 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

Nation branding is a concept gaining popularity globally for different reasons. As a member of *Brand Kenya*, and based on recommendations from other countries discuss any five steps you would take in developing a brand identity for the country **(10 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, describe the five

stages you would follow to identify and manage issues that may cause a crisis for the country
(10 marks)

Question Five

You are the Communications officer for Globe Energy a Kenyan company in Burundi. In a bid to connect with the local communities, explain any four ways your organization would give back to the community **(10 marks)**