



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 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: PRC300

COURSE TITLE: PUBLIC RELATIONS CAMPAIGNS

EXAM DATE: FRIDAY 9th AUGUST 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script has **TWO (2)** Sections
- **SECTION A** is Compulsory.
- Answer **ANY TWO** questions from **SECTION B**
- *ALL PAC University's examination rules and regulations apply*

SECTION A: (COMPLUSORY) (30 MARKS)

QUESTION ONE

- a) Explain **FOUR** uses of Public Relations Campaign in an organization.

(8mks)

- b) Evaluate **SIX** ways in which a PR campaign plan is important. **(12mks)**
- c) Explain **FIVE** public relations activities that PR officers use to communicate to their publics. **(10mks)**

SECTION B: Answer TWO questions

QUESTION TWO

- a) Describe **FIVE** characteristics of a public relations campaign.
(10mks)
- b) Demonstrate **FIVE** situations that would require a public relations campaign.

(10mks)

QUESTION THREE

- a) Explain **FOUR** steps involved in the planning of a PR campaign. **(8mks)**
- b) Assess **FIVE** methods that you would use to evaluate a PR campaign.

(10mks)

QUESTION FOUR 20 MARKS

Using an issue of your choice that is common in our society, demonstrate the elements of a PR Campaign. **(20mks)**

QUESTION FIVE 20 MARKS

- a) Assess **SIX** qualities of a good PR campaign plan. **(12mks)**

- b)** Describe **FOUR** factors to be considered when researching the background for public relations activity. **(8mks)**