



ROYSAMBU CAMPUS

COURSE CODE: PRC 205

COURSE TITLE: PUBLIC RELATIONS WRITING

QUESTION ONE IN SECTION A IS COMPULSORY AND HAS 30 MARKS

ANSWER ANY OTHER QUESTIONS IN SECTION B. IT HAS 40 MARKS.

1. You have been hired by the Big Box, a new Company to be launched in Nairobi, Kenya. The Company describes itself as dynamic and innovative in compiling and storing hard copy documents to online documents, similar to the Custody services offered by banks. This Company will be officially launched on Thursday January 11 2018 by the Cabinet Secretary for Information, Hon. Joe Mucheru.
 - (a) Prepare a news release to precede this launch (15 marks)
 - (b) Describe any Five other important details that will be included in the media kit (15 marks)

SECTION B

2. Write short notes on :
 - (a) Research (3 marks)
 - (b) Photographs (2 marks)
 - (c) Explain any FIVE points on the importance of Research in Public Relations Writing (15 marks)
3. Public Listed Companies are expected by law to hold Annual General Meetings
 - (a) In this regard, define an Annual Report (3 marks)
 - (b) Discuss the importance of Annual Reports (5 marks)

- (c) With explanations, discuss any **FOUR** major components of an Annual Report (12 marks)
4. You are the Corporate Communications Officer at Nuru Communications, a successful Nairobi based Company. You have presented the Communication Strategic plan and budget for Murang'a County. It has been accepted by the Executive and work is to begin immediately. This is one of the major accounts that you have managed to contract for the Company this year. On your way back to Nairobi, the County's budgeting officer calls asking you to adjust the budget upwards. In return, you will get a 10% commission and more contracts.
- (a) Discuss **five** legal and ethical issues highlighted in this scenario (10 marks)
- (b) As the Nuru Communications Corporate Officer, describe how you would go through this scenario (10 marks)
5. 'Public Relations writers are regarded with scepticism. Some people think of them as manipulators'.
- (a) State with **five** reasons why you disagree with the above statement (10 marks)
- (b) Highlight **five** steps of the persuasion process (10 marks)