



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION**

SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: VALLEY ROAD

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: PRC206

COURSE TITLE: PUBLIC RELATIONS STRATEGY

EXAM DATE: THURSDAY 6TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 5:30PM-8.30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- This exam paper has **Two (2)** sections **A & B**
- Answer **All** questions in section **A (Compulsory)** and any **TWO** questions from section **B**
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

Section A: COMPULSORY

Question 1

- a. Define the following terms-
 - i. Strategy (2marks)
 - ii. Tactic (2 marks)
 - iii. Media relations (2marks)
- b. State six reasons for using evaluative research (6marks)
- c. Describe four roles of public relations strategy in achieving overall organisation objectives (4 marks)
- d. For each of the following, give two reasons:
 - i. Identifying publics (2marks)
 - ii. Analysing the organisation (2 marks)
- e. Explain five benefits of integrated marketing communication (5 marks)
- f. Describe five values of planning for Public relations programs (5marks)

Section B: Answer any two questions.

Question 2

- a) Discuss any two components of public relations strategy (10 marks)
- b) Explain five advantages of using advertising as a tool for integrated marketing communication. (10 marks)

Question 3

- a) As a PR practitioner, explain any three objectives for strategic planning (6 marks)
- b) Discuss two types of sponsorships and use examples to support your answer (8marks)
- c) Distinguish between proactive and reactive public relations (6marks)

Question 4

- a) Assume you are the Public Relations practitioner and you are running a Public Relations campaign for a real estate company to create awareness. Explain your target publics, and the communication tactics you would use. (12 marks)
- b) Explain four benefits of using interpersonal communication and mediated communication in strategic planning. (8 marks)

Question 5

- a) Explain three contributions of relationship marketing to achieving the overall organisation objectives. (6marks)
- b) Describe three characteristics of e- communications (6 marks)
- c) Discuss any two e- communication techniques. (8marks)