



DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS
PRC400: INTERNATIONAL PUBLIC RELATIONS
FINAL EXAMINATION
JANUARY 2021 SEMESTER

Instructor: Dr. Nyaga

Instructions: Answer question 1 in section A and any three questions from section B

SECTION A

- Q1. a) Define and briefly explain the concept of International Relations. **(2 marks)**
- b) In your own words and understanding, what is International Public Relations?
(3 marks)
- c) 'It is in the interest of the states to ensure order and justice. This helps states interact on a basis of stability, certainty and predictability. International law is expected to be upheld'. Briefly discuss the above in relation to International Public Relations.
(5 marks)

SECTION B

- Q2. a) Compare the Realism and Idealism theories in International Relations. **(5 marks)**
- b) Using examples and giving reasons, show which one of the two theories, in your opinion, best represents the reality of International Relations practice. **(5 marks).**
- Q3. PR has generic components that will work normatively in most cultures and world systems. It is the specific applications- strategies techniques and PR practices- that will differ. "Effective PR will share generic principles across cultures, even though applications may be culture-specific".
- Using relevant examples, discuss the above statement. **(10 marks)**

Q4. Strategic Cooperative Communities focus on relationship building instead of rationalist business management methods.

- a) Explain why the new approach to PR should focus more on relationships **(3 marks)**
- b) Analyze why the old approach of focusing on rationalist business management methods was limited. **(3 marks)**
- c) State whether relationships alone are adequate, and why. **(4 marks)**

Q5. a) Explain the concepts of gender and gender issues in International Relations.

(3 marks)

- b) Critically evaluate how gender issues affect the role of women and professionalism in PR practice. **(7 marks)**