



PUBLIC RELATIONS CAMPAIGN

QUESTION ONE

“Effective PR will share generic principles across cultures, even though applications may be culture-specific.” Using relevant examples, discuss the above statement. **(10marks)**

QUESTION TWO

Discuss how the Realism and Liberalism theories are applied in International Relations. **(10marks)**

QUESTION THREE

The United Nations Climate Change Conference (COP 26) took place in Glasgow, Scotland, United Kingdom from 31st October to 13th November 2021. Why is the environment and sustainable development of concern in International Relations? **(10marks)**

QUESTION FOUR

Kenya is keen to enhance on her International Relations especially in Africa. Advise the Presidency on five forms of Diplomacy than the country can engage in. **(10 marks)**.

QUESTION FIVE

The Global Principles of Ethical Practice in Public Relations and Communications were developed following a meeting in Madrid, Spain. Explain five principles that were adopted. **(10 marks)**.