



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
JANUARY – APRIL 2018 SEMESTER

CAMPUS: VALLEY ROAD

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: PRC300

COURSE TITLE: PUBLIC RELATIONS CAMPAIGNS

EXAM DATE: TUESDAY 10TH APRIL 2018

TIME: 5:30PM-7:30PM

INSTRUCTIONS

- This examination script consists of **Four (4)** questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **Question ONE** and any other **TWO** questions
- Question **one** carries **30** marks
- Question 2-5 carry **20** marks each

QUESTION 1: COMPULSORY

- I. Define the following terms:
 - a) Public Relations campaign (1 Mark)
 - b) Formative research (1 Mark)
 - c) Public opinion (1 Mark)
 - d) Publics (1 Mark)
- II. State four benefits of evaluating campaigns (4 Marks)
- III. Modern PR practitioners cannot overlook changes in the way people communicate. Describe 3 features of a modern digital PR campaign. (6 Marks)
- IV. In order to build a relationship with the target audience and maintain it on a high level, PR specialists use a variety of tools and techniques. Explain 3 PR tools. (6 Marks)
- V. Emotions are powerful motivators in campaigns. Explain 3 types of emotional content. (6 Marks)
- VI. Resourcing public relations adequately but effectively is of course necessary for organizational efficiency. State 4 areas of PR campaign resources. (4 Marks)

QUESTION 2:

- I. Differentiate between monitoring research and evaluative research as applied in PR campaigns. (4 Marks)
- II. Creation and maintenance of a good public reputation is a complex and ongoing PR process and creating objectives eases the process. By giving a suitable example explain two types of objectives. (4 Marks)
- III. In analysing the external environment a PESTEL analysis is important. Describe what a PESTEL analysis is. (12 Marks)

QUESTION 3:

- I. Differentiate between:
 - a. Aware and active publics (2 Marks)
 - b. Strategy and tactics (2 Marks)
 - c. Media relations and internal communication (2 Marks)
 - d. Goals and objectives (2 Marks)
- II. Giving suitable examples differentiate between goals and objectives. (4 Marks)
- III. A family sits down together to watch television, and an argument quickly ensues. Dad wants to watch a big football game. Mum wants to see a popular soap opera. This scenario illustrates the idea behind Uses and Gratifications Theory.
 - a) Give a brief description of the theory (4 Marks)
 - b) State 2 assumptions of the theory (2 Marks)
 - c) Describe 2 criticism of the theory (2 Marks)

QUESTION 4:

You have been approached by Red Cross to come up with a PR campaign warning users of the wrong use of the Red Cross Emblem. The Red Cross emblem is used all over the place these days, much to the annoyance of the Red Cross themselves. You often find that different businesses or corporations might use the Red Cross to represent either a health business or even

veterinary practices. The emblem's original purpose, as a symbol of protection in armed conflict, needs to be respected. Prepare a proposal PR campaign plan to be used by Red Cross. (20 Marks)
