



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

MAY- AUGUST 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: PRC204

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other THREE Questions
- All other PAC University examination rules and regulations apply

Question 1(Compulsory)

“In most cases, public relations professionals not only want to aid their employer or client but also to assist the publics outside the organization to access and understand the inner workings of the firm”.

Discuss the statement based on the following public relations models:

- i) Public information model- 5 marks
- ii) Two-way Symmetrical model- 5 marks

Question 2

A popular company in Nairobi is experiencing a challenge that needs an urgent involvement of the organization's stakeholders.-Explain the expected response based on Grunig's publics typologies. (10mks)

Question 3

In the recent past, your firm has struggled with a major public relations crisis resulting in weak customer loyalty. Using relevant examples, evaluate the **five** public relations functions the company can use to successfully build and maintain a positive image for your organization. (10mks)

Question 4

Discuss **five** key fields that, in your view, are creating new career opportunities for public relations practitioners. (10mks)

Question 5

Imagine you are in charge of Public Relations at a given corporation. The organization is launching a new Programme to enhance its operations. Using the **five** stages of the ROPES model, develop a PR strategy for the exercise. (10mks)