



**PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS
PRINCIPLES OF PUBLIC RELATIONS – PRC 204
FINAL EXAMINATION - SEPTEMBER 2020**

Instructor: Dr. Nyaga

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

SECTION A: COMPULSORY

- 1) You are the Public Relations Manager at Kenya Railways Corporation. Your Corporate Communications Director feels that although her department has been in existence for a long time, the internal publics do not appear to have fully understood or appreciated the role of public relations in the organization. He has instructed you to prepare to make a presentation during the annual staff conference. He instructed you to “Put a strong case for PR and show them that they too have a role to play in building the company’s image. Give an outline of your presentation. Ensure you include a definition of PR and how PR can support the corporation achieve its objectives. (10 marks)

- 2) Public relations practitioners consider several theories when they make decisions about how they can build successful relationships with their publics. Discuss any **four** theories of communication used in PR. Explain why each theory you chose is useful in PR and then give an example of how it can be used in PR practice. (10 marks)

- 3)
 - (a) Historically, PR has grown through four traditions. State and briefly explain each of the four traditions and explain PR practice in each. (6 marks)

 - (b) Using a Kenyan example, demonstrate how ‘manipulation’ has been used or is still practiced today in the name of Public Relations. (4 marks)

- 4) (a) The relationship between journalists and public relations practitioners is said to be one of interdependence, and at times it appears adversarial. Explain why. (5 marks)
- (b) Using relevant examples, demonstrate the importance of media relations in Public Relations practice. (5 marks)
- 5) (a) When organizations commit themselves to effective communication with their employees the results are enormous. Using relevant examples, discuss benefits of employee communication. (5 marks)
- (b) Explain the concept of Organizational Culture and using an example, demonstrate its relevance in employee communication. (5 marks)