



COURSE UNIT CODE: PRC 400

COURSE TITLE: INTERNATIONAL PUBLIC RELATIONS

END OF SEMESTER EXAMINATION DEC 2022

COURSE LECTURER – Ms. ELIZABETH THIGA

Question One

You are the Investor Relations Officer at Kikapu Investments in Nairobi. The company intends to venture into the international market through selling shares at the New York stock exchange. Discuss any five communication activities you would undertake to prepare the American public for the IPO **(10 marks)**

Question Two

Nairobi Airways has advertised for the position of Communications Officer at their headquarters in New York as a way of targeting new customers. As an interested applicant, explain any five public relations skills you would include in your CV to demonstrate your abilities in handling this role. **(10 marks)**

Question Three

Nation branding is a concept gaining popularity globally for different reasons. As a member of Brand Kenya, and based on recommendations from other countries discuss any five steps you would take in developing a brand identity for the country **(10 marks)**

Question Four

National governments consistently face issues and fall into situations of crisis. As a Communications officer working at a Kenyan Embassy in a foreign country, discuss the five areas you would explore to identify any issues that may cause a crisis for the country. **(10 marks)**

Question Five

You are the Communications officer for Globe Energy a Kenyan company in Tanzania. In a bid to connect with the local communities, explain any five ways your organization would give back to the community **(10 marks)**