



Pan Africa
Christian University

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 2026 TRIMESTER
CAMPUS: ROYSAMBU- PHYSICAL
DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS
COURSE CODE: PRC 204
COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS
EXAM DATE: APRIL 2026
DURATION: 3 HOURS

INSTRUCTIONS

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

INSTRUCTIONS

SECTION A is COMPLUSORY (30marks)

Select any two questions in SECTION B (30 Marks)

SECTION A

QUESTION ONE (COMPULSORY 30 MARKS)

- (a). Explain two reasons why the statement 'Public Relations is just free advertising' is inaccurate. (4 marks)
- (b). You are the newly hired Public Relations Officer for *Maji Safi*, a Kenyan startup that sells affordable water filters to rural communities.

(i). Describe four core PR skills you would need to promote *Maji Safi* effectively.

(4marks)

(ii). Explain four ways on how you would use each skill in your first month on the job.

(8 marks)

(c). Define Grunig and Hunt's Four Models of Public Relations and give an example of how organization apply each model.

(8 marks)

(d). You are the PR officer for a local hospital during a disease outbreak. Identify three key publics and the most appropriate media channel to reach each.

(6 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (30 MARKS)

QUESTION TWO (15 MARKS)

Pamoja Supermarket is expanding to a new city in Kenya. They plan to use both traditional media and digital media for their PR campaign.

i. Analyze five strengths of using traditional media versus digital media for Pamoja's PR campaign.

(10 marks)

ii. Discuss two limitations of using traditional media for their PR campaign.

(5marks)

QUESTION THREE (15 MARKS)

(a). Evaluate five ways that Corporate Social Responsibility (CSR) contributes to building a positive corporate reputation. Support your answer with relevant examples.

(10 marks)

(b). Research is important in Public Relations. "Explain two reasons to support this statement.

(5marks)

QUESTION FOUR (15 MARKS)

(a). A popular soft drink company in Kenya is launching a new "healthy fruit drink" aimed at children. The product contains high levels of added sugar. As the PR team, you have been asked

to promote it as a “nutritious” and “energy-boosting” beverage for kids, without highlighting the sugar content. Analyze this scenario using five key ethical principles of Public Relations.

(10 marks)

(b). Imagine you are the Public Relations Officer for a local community library that is launching a new free digital literacy program for seniors. Discuss two distinct roles you would perform as the PR practitioner in this project, linking each role to a specific action. (5marks)