



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

SEPTEMBER – DECEMBER 2017

CAMPUS: VALLEY ROAD

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: PRC204

COURSE TITLE: Principles of Public Relations

EXAM DATE: TUESDAY 5th DECEMBER 2017

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- *Section A is COMPULSARY*
- *Answer only TWO questions from section B*
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply.*

Section A

- Q1. (a) Define the following terms commonly used in public relations
- i. Advertising **(2Marks)**
 - ii. Employee Relations **(2Marks)**
 - iii. Lobbying **(2Marks)**
- (b) What is the difference between public relations and propaganda? **(4 Marks)**
- (c) Describe four tools you would use to conduct research? **(8 Marks)**
- (d) Discuss four MAIN functions of a PR Department in a company. **(12 Marks)**

Section B

- Q2. (a) Employee relations are a critical function for PR officers. Describe four duties a PRO must fulfill in order to foster good employee relations **(8 Marks)**
- (b) Explain four things that a PRO can do to create a positive reputation for their organization **(12 Marks)**
- Q3. (a) Describe the four phases that are necessary in stakeholder mapping **(8 Marks)**
- (b) As the head of communications in a multinational company, you have been invited to the graduation class of PR students at PAC University. As part of your speech to the students, outline four general ethical guidelines that all PR practitioners must adhere to. **(12 Marks)**
- Q4. You have just been hired as the PRO of a local bank that was previously a teacher's Sacco. Your CEO expects that you will now take the bank to the next level through effective public relations. Discuss in detail the four steps you will take in order to begin your work. **(20Marks)**
- Q5. Imagine you are the PRO of a Milk production company and today morning you have been called by the CEO and informed that the last dispatch of milk released yesterday was contaminated and is not safe for human consumption. The sales team and the company are already receiving calls from distributors and customers. Discuss the five things you would immediately do to manage the situation **(20Marks)**.