

PRC 204 - PRINCIPLES OF PUBLIC RELATIONS

SEPT-DEC 2021 EXAM

DEGREE PROGRAMME

Section A – Compulsory

Question One (10 marks)

- a) The Ministry of Health, Kenya is conducting a public relations campaign within **Nairobi** to create positive attitudes towards the Covid-19 vaccine and therefore boost its uptake in the country. Based on this statement:
- i. As a communications officer, discuss the category of **publics** you will be focusing on. **(2 marks)**
 - ii. Discuss any two reasons for defining these publics **(4 marks)**
- b. As the Public Relations officer at Hazina Bank, you have been assigned the duties in internal employee communication. Discuss any **two** reasons why this activity is necessary in any organization **(4 marks)**

Section B – Choose any three questions (30 Marks)

Question two

- a) As a Public Relations practitioner bound by an ethical code of conduct would you engage in Grassroots lobbying? Discuss **(2 marks)**
- b) Justify the most important activity of Public Relations **(2 marks)**
- c) Discuss one way in which Public Relations differs from the journalism field, the advertising field, and the marketing field. **(6 marks)**

Question three

- a) Corporate social responsibility (CSR) can be conducted in various ways. Given that your organization is going through a financial crisis, discuss **three** other areas of CSR that you would advise management to engage in **(6 marks)**
- b) Lobbying is considered a formal function of public relations more closely aligned with governmental relations or public affairs to influence impending legislation. As a Communications officer at Public Relations Society of Kenya (PRSK), discuss the **two** levels of lobbying that you would engage in with regard to the proposed Public Relations Bill. **(4 marks)**

Question four

- a) One of the tenets of the Agenda Setting theory is that the “Media content that people see, read and listen to, set the agenda for society’s discussion and interaction.” Often, this content could fuel or cool a crisis. As the Communications Officer at Football Kenya Federation, justify three actions proposed by this theory, that you would have taken to prevent the current crisis. **(6 marks)**
- b) As a publicity officer at Paradise Hotel in Kikambala, Kilifi County, you have been tasked with reviving its tourism revenue. Based on your knowledge on tourism public relations, explain **two** steps would you follow to make this a success? **(4 marks)**

Question five

The Electoral Commission of Kenya is in the process of preparing for the upcoming general elections. This therefore calls for various activities such as Voter Education, among others. As the Communications Officer at this organization, discuss **four** key steps that you would follow before commencing on any campaign or program. **(10 marks)**