



PAN AFRICA CHRISTIAN UNIVERSITY

MAY- AUG 2023 Trimester Exams

DCM 105: PRINCIPLES OF PUBLIC RELATIONS (Diploma,

COMMUNICATION)

DAY CLASS (ONLINE)

Lecturer: CAROLYNE NJOKI NGUGI

Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Safisha cleaners is a growing local business that is hesitant about engaging a Public Relations Practitioner. They have previously stated that their business is doing well despite not having one. However, you have been invited to submit a proposal for their consideration.

Justify **five** reasons why they should establish a Public Relations department. **(10 marks)**

SECTION B (30 marks) Answer any three questions

2. Discuss the Situational Theory's principles and how a Public Relations Practitioner can apply this theory when developing a campaign. **(10 marks)**
3. Roysambu ward has a littering problem that has caught the attention of their MCA. Informal research indicates that residents, hawkers and businesses are the cause of this. Your Public Relations agency has been hired to develop a campaign to sensitize people and put a stop to littering.
 - a) Describe the process you would use to develop the campaign. **(8 marks)**

- b) Explain the importance of using social media to meet your campaign goals. (**2 marks**)
- 4. PAC University's corporate affairs department is looking to hire a new intern. You have been invited to that interview. How would you answer the following questions:
 - a) Identify PAC University's internal and external publics. (**4 marks**)
 - b) Explain three ways you would help strengthen their Media Relations. (**6 marks**)
- 5. Using five suitable examples justify why organizations need to engage in Corporate Social Responsibility. (**10 marks**)