



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF ARTS IN COMMUNICATION**

**MAY-AUGUST 2019**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS**

**COURSE CODE: PRC300**

**COURSE TITLE: PUBLIC RELATIONS CAMPAIGNS**

**EXAM DATE: WEDNESDAY 7<sup>th</sup> AUGUST 2019**

**DURATION: 2 HOURS**

**TIME: 5:30PM-7:30PM**

**INSTRUCTIONS**

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- **This Exam Script has TWO (2) Sections.**
- **Section “A” is COMPULSORY.**
- **Answer any TWO questions in section “B”**
- *ALL PAC University’s examination rules and regulations apply*

## **SECTION A: COMPULSORY**

1. (a) Define a Public Relations Campaign (2 marks)
- (b) List and explain any five of the 12 stages of planning a Public Relations campaign (10 marks)
- (c) Illustrate five factors to consider when researching the background for a Public Relations activity (10 marks)
- (d) With illustrations, explain any two theories of Public Relations Campaigns (8 marks)

## **SECTION B: Answer any TWO questions**

2. (a) You have been given a consultancy by the Ministry of Health in Kenya to formulate a campaign to promote safe delivery for mothers. Describe five steps that you would observe in setting objectives for this particular campaign (10 marks)
- (b) Explain five advantages of using a public relations consultancy to run a campaign (10 marks)
3. (a) Mention five steps that you would observe in formulating a budget for a campaign (5 marks)
- (b) List and explain five characteristics of interpersonal communication techniques (10 marks)
- (c) List five Public Relations tactics that can be utilized by a Public Relations practitioner during campaigns (5 marks)
4. (a) Explain five benefits of audience segmentation (10 marks)
- (b) Discuss five principles of Public Relations campaigns (10 marks)
5. (a) List two types of campaigns (2 marks)
- (b) Explain five types of propositions that can be used to support a campaign (10 marks)

(c) Discuss four evaluation levels that can be utilized for a campaign

(8 marks)