



Pan Africa
Christian University

CAMPUS: ROYSAMBU DAY

SEMESTER: SEPTEMBER DECEMBER 2024

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

COURSE CODE: PRC 204

LECTURER: JULIET MWANGI

Instructions: SECTION A IS **COMPULSORY**. ANSWER ANY THREE QUESTIONS FROM SECTION B.

SECTION A

QUESTION ONE – COMPULSORY

- a. Distinguish public relations from advertising, journalism and marketing (4 marks).
- b. Explain three public relations techniques used in the history of public relations post-independence period in Kenya (6 marks).

SECTION B. ANSWRE ANY THREE QUESTIONS

QUESTION TWO

- a. You're the public relations practitioner for the Ministry of Foreign affairs. Illustrate three reasons for segmenting your publics. (3 marks).
- b. Assume you are the public relations manager at PAC University, describe two ways you would conduct the multicultural and diversity role of public relations. (2 marks).
- c. Describe five reasons why two-way symmetrical model of public relations is considered the *ideal* model of public relations. (5marks).

QUESTION THREE

A new mobile health application has been launched to improve access to health information and services in Kenya. You are expected to launch a public relations program that will address the key purpose of the mobile health app. Use the six-point planning model to develop a public relations program that achieves the objectives of the mobile health application. (10 marks).

QUESTION FOUR.

Compare and contrast four public relations techniques used in the development of public relations in Kenya, during the Uhuru Kenyattas regime and William Ruto's regime.(10 marks).

QUESTION FIVE

a. Use examples of an organization in Kenya to analyze the impact of social media on modern public relations practices. (5 marks).

b. Justify two ethical considerations that a public relations practitioner should adhere to. (5marks).