



DCM 105 – PRINCIPLES OF PUBLIC RELATIONS

MAY – AUG 2021

EVENING CLASS, THIKA ROAD CAMPUS

Section A – Compulsory (10 Marks)

Question One

You have been hired as a communications officer at a local university. Discuss any **five** activities that will be part of your job. **(10 marks)**

Section B – Answer any Three Questions (30 Marks)

Question Two

PAC University intends to implement a Bible Studies Camp as part of its Corporate Social Responsibility. Discuss any **five** purposes of such a project. **(10 marks)**

Question Three

- a) With reference to PAC University, give **two** examples under each of the following categories of stakeholder groups, namely: Enablers, Diffusers, Functional and Normative. **(8 marks)**
- b) As a Public Relations Officer, describe any **two** ethical issues that you might face while dealing with the **enabler** stakeholders of PAC University. **(2 marks)**

Question Four

- a. As a communications officer at PAC University, which **five** reasons or objectives you would give for wanting to conduct a Public Relations Program on a new course at PAC university **(5 marks)**
- b. As a Public Relations officer, which **five** ethical rules you would apply when making decisions at work while developing the PR program in question four (a)? **(5 marks)**

Question Five

As the Communications Officer at PAC University, you have been informed that the institution will be offering a new course in January 2022. This therefore means that an awareness campaign must be conducted. Discuss the various steps and activities you would take for this Public Relations Exercise. **(10 Marks)**