



SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 2203 INTRODUCTION TO PUBLIC RELATIONS

Date: 13th March 2018

Time: 14:15 – 16:15

Instructions

1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1

CEO Lilly Koros summoned by House Committee over KNH rape allegations

Jan. 20, 2018, 12:00 pm

By PATRICK VIDIJA @vidijapatricks

Kenyatta National Hospital CEO Lilly Koros has been summoned by the Parliamentary Committee on Health to explain the allegations of rape cases at the facility.

Koros is expected to appear before the Committee to give a report on the outcome of the investigations of the chilling rape claims.

She will also be expected to give a detailed status report of equipment at the hospital in the meeting scheduled for Friday 26 next week.

The summon comes just a day after the hospital was put on the spot over claims of breastfeeding mothers being allegedly raped.

The reports indicated that mothers who go through Cesarean are at a high risk when they go to breastfeed their newborns. With the arrival of the babies, mothers are expected to go and breastfeed their babies every two hours in the nurseries located on another floor, separate from their wards.

There are now claims that this exercise is hindered and complicated by the threat of rape and theft they face on their way to the nurseries.

On Friday, Koros said that no such case has ever been raised at the facility.

"The allegations are in bad faith. We have written to the DCI to investigate and if they is any truth then action will be taken," she said.

She said despite the facility having mounted CCTV camera's in corridors and lifts, they have reviewed and such a thing has not been recorded. "Not a single case has been reported to us. There are security teams who oversee the safety and security of patients in the hospital day and night," Koros said.

Koros also clarified that mortuary attendants use service lifts which are separate from those used by patients and clients.

"There is no single complaint that has been registered in such a case yet we have suggestion boxes," she said.

Health CS Cleopa Mailu said he has directed the hospital to avail all the CCTV footage to the DCI and prepare a report before Tuesday next week.

He said it is unfortunate that such incidences might have happened but necessary action will be taken after thorough investigations.

His sentiments were echoed by Nairobi Senator Johnson Sakaja who called for speedy investigations into the matter.

Woman Rep Esther Passaris also said there is need to improve security apparatus at the facility for more surveillance.

Passaris who led a group of other women leaders to the hospital on Saturday said the security at the hospital must be improved to ensure such incidences are well monitored.

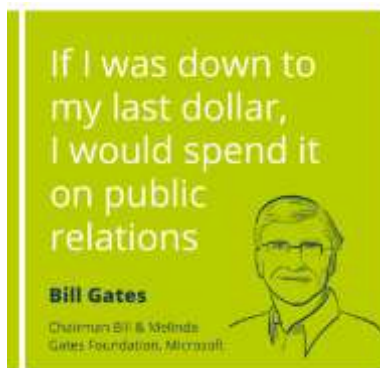
Questions

- a) Substantiate why this is or is not a Public Relations issue. (3 marks)
- b) You have been asked to join a team working with the Kenyatta National Hospital (KNH) Public Relations office. Justify 3 things you would advise them to do, under the circumstances. (9 marks)
- c) Respond to:
 - i) Who are Stakeholders? (2 marks)
 - ii) Using a simple stakeholder map, segment the stakeholders of KNH. (4 marks)
 - iii) Why is this a necessary exercise? (1 mark)

- iv) Discuss the details of specific communication strategies that you would use to target 3 of the stakeholders you mention. (6 marks)
- d) Discuss a theory that you can apply to any scenario that emerges in this story. Give all the necessary detail to justify your thinking. (5 marks)

Question 2

- a) As a Public Relations student, justify the thinking behind Bill Gates' quote below. (10 marks)



- b) As a PR consultant, discuss 5 key and specific things you would work on for the Bill and Melinda Gates Foundation, in order for them to get value for money on PR. (5 marks)

Question 3

- a) What is the relationship between theory and practice in PR? (5 marks)
- b) Extensively discuss one PR theory, through to a possible application. (NOT ONE DISCUSSED IN QUESTION ONE ABOVE). (10 marks)

Question 4

Read the text below and answer the questions that follow.



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Our tradition of providing training and career development to our talent began with our founder - David Ogilvy when he started the company in 1948. The strength of our reputation however, continues to lie in the collective skills and talents of the individuals we hire.

David once said; "If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, we shall become a company of giants."

- a) What is the proper PR term for organisations like Ogilvy and what do they do?(2 marks)
- b) Discuss 5 key roles that PR professionals are engaged in. (5 marks)
- c) What qualities of a PR person does Ogilvy envision? (8 marks)