



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**BAC 3102 FOUNDATIONS OF PUBLIC RELATIONS THEORY AND PRACTICE**  
**END OF SEMESTER EXAM**

**Date: Thursday 12<sup>th</sup> November 2020**

**Time: 09:30 – 11:30**

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**Instructions**

1. Answer **Question 1** and **any other two** questions in the answer booklet provided
2. Be careful to use grammatically correct language.
3. Accuracy in Communication is fundamental. Make sure you accurately present ideas to avoid penalties.

**QUESTION 1**

1. Explain the situational theory of Public Relations and give an example to show its application. **(4 marks)**
2. “Part of propaganda is to make people feel their opinions do not matter.”
  - a. What is propaganda and why is the understanding of propaganda necessary for Public Relations Students? **(3 marks)**
  - b. Illustrate two tactics that are used in propaganda in political communication. **(3 marks)**
3. “Organisations feed on reputation/image and trust- both functions of effective communication. It is precisely this that has affected many African governments and the thoughts that their citizenry have on them.” Offer three distinct arguments that validate the first part of this statement. **(6 marks)**
4. “Neglecting your internal stakeholders is tantamount to shooting yourself in the foot.” Offer three arguments on how and why should organisations invest in internal communications. **(6 marks)**
5. Describe the following concepts: **4 marks)**
  - a. Consumer brand sabotage
  - b. Organisational listening
  - c. The social dilemma in relation to social media
  - d. The unethical application of rebranding
6. How is digital communication both a blessing and a curse for organisations today? Offer two examples for each. **(4 marks)**

## **QUESTION 2 (15 MARKS)**

- i) How is CSR PR? **(3 marks)**
- ii) How does Shareholder Value theory counter CSR? **(2 marks)**
- iii) The Stakeholder theory and the Excellence theory are crucial theories in PR. Write an essay explaining, among other things, what either of the theories entails, its thrust and relevance for communication, its applications and criticisms. **(10 marks)**

## **QUESTION 3 (15 MARKS)**

“The PR practitioner must understand the media and how to harness its benefits for the sake of the organisation.” Assuming you work for your dream organisation, what exactly would this entail? Raise at least four arguments, and use specific examples to illustrate each of your arguments. Three marks go to a comprehensive introduction.

## **QUESTION 4 (15 MARKS)**

- i) Differentiate between Public Relations and Marketing **(3 marks)**
- ii) PR has evolved in its breadth of applications. Make comprehensive notes for people who do not understand PR on any three specialisations. **(12marks)**