



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**BAC 3104: MEDIA RELATIONS**  
**END OF SEMESTER EXAMINATION**

**DATE: Tuesday 22<sup>nd</sup> October 2019**

**TIME: 10:30 – 12:30**

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**INSTRUCTIONS:**

1. Answer **all questions in SECTION A and any other two in SECTION B.**
2. The exam is two hours long.
3. Total marks is 40
4. Please write legibly.

**SECTION A: ALL QUESTIONS ARE COMPULSORY**

- i) Differentiate the following terms:
  - a. Public relations and Marketing **(2 marks)**
  - b. Public relations and Advertising **(2 marks)**
  - c. Lobbying and Public affairs **(2 marks)**
- ii) Distinguish between PR department from that of PR consultancy **(6 Marks)**
- iii) Explain the four major Public relations roles in an organization **(8 marks)**

**SECTION B: ANSWER ANY TWO QUESTIONS**

- i) (a) One of the key work assignments of a public relations specialist is researching. Discuss what researching entails **(2 marks)**
- (b) Discuss the four main models that are used in Public Relations practice **(8 marks)**
- ii) As an Internal relation consultant of Strathmore University:
- (a) Explain the Organization culture of the institution? **(2 marks)**
- (b) Discuss at least three applicable dimensions of culture within Strathmore University **(6 marks)**
- (c) Explain at least four mediated channels used by Strathmore University in employee communication **(2 marks)**
- iii) Explain at least 5 reasons why the code of ethics is important to Public relations professionals. **(10 marks)**

END