Strathmore
UNIVERSITY

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

DATE: 27th October 2025 **TIME: 13:30-15:30**

Instructions

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

QUESTION ONE (Compulsory) **(30 marks)**

In March 2025, AfriTech Mobile, a Kenyan telecom company, faces a crisis when one of its popular mobile money platforms crashes for three consecutive days, affecting millions of users. Customers flood social media with complaints, while journalists seek interviews with executives. Civil society groups accuse the company of failing to prepare for crisis communication. The Communications department must reach out to journalists and influencers and craft messages for both controlled and uncontrolled platforms. In addition, the department must address ethical issues arising from leaked internal documents that reveal the company underestimated system risks and organise a press conference while managing hostile questions.

Questions

a) Discuss the role of media relations in managing this crisis, with reference to building trust and accountability. (6 marks)
b) Analyse how message strategy and medium selection could influence public opinion in this case. (6 marks)
c) Evaluate the ethical concerns raised by the leaked documents and how they should shape the communication strategy. (6 marks)
d) Explain how PR writing techniques (e.g., news releases, features, social media posts) could be applied in this situation. (6 marks)
e) Propose how AfriTech Mobile should prepare for the press conference to restore credibility and maintain control of the narrative. (6 marks)

QUESTION TWO **(15 Marks)**

a) Critically examine how misinformation and disinformation can affect PR practice and media relations. (10 marks)

b) Evaluate how privacy and copyright concerns may shape media messages. (5 marks)

QUESTION THREE **(15 Marks)**

a) i) Discuss the significance of the Five Ws and H in news releases for PR practice. (7 marks)

ii) Rewrite the following statement into a news-release style lead by applying the Five Ws and H. (3 marks)

Statement: *"The university has introduced a new scholarship program."*

b) Compare the effectiveness of a feature story versus a news release in shaping public opinion. (5 marks)

QUESTION FOUR **(15 Marks)**

a) Explain how social media platforms can be used in a media relations strategy. (5 marks)

b) Analyse the role of influencers in enhancing media relations campaigns. (5 marks)

c) Describe how a PR practitioner can manage their personal social media brand while representing an organisation. (5 marks)

QUESTION FIVE **(15 Marks)**

a) Explain how controlled and uncontrolled media differ and analyse their effectiveness in a media relations campaign. (6 marks)

b) Discuss the importance of compiling and maintaining a media list. (6 marks)

c) Outline three challenges organizations face when relying on uncontrolled media. (3 marks)