



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

**BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 4207: PUBLIC RELATIONS CASE STUDIES**

Date: 11th March 2025

Time: 13:30_15:30

Instructions

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

Question 1 (30 marks)

1. You have been appointed as a social media manager for Concrete Beauty, a company that manufactures and supplies concrete and ceramic flower pots. They have no active online presence.
 - a) Set 2 objectives to guide your work in the first year. (4marks)
 - b) Outline 5 key steps you would take to establish and grow the company's social media platforms, in order of priority (10 marks)
 - c) A public relations practitioner must necessarily be creative in order to solve problems or create solutions through communication. Recommend four (2 for each objective) creative communication tactics to implement for Concrete Beauty, a brief description of exactly how the tactic should look like, a justification of how each would meet your objectives, a possible problem you may encounter creating/developing the tactic, and a possible solution to the problem. Tabulate this information, beginning with objectives, tactics, description, justification, possible challenges and then solutions. (16 marks)

Question 2 (15 marks)

- a) Evaluate the effectiveness of news-jacking and trend-jacking as PR strategies (4 marks). Provide 2 examples of how they can be leveraged to enhance brand visibility and discuss the potential risks involved. (4 marks)
- b) Analyse three (3) challenges of sustaining social media followership for organizations and propose two (2) strategies to achieve and maintain meaningful growth in this area. (7 marks)

Question 3 (15 marks)

Podcasts have become very popular as a PR tool to meet strategic communication objectives for an organisation.

- a) Critically assess three (3) benefits and three (3) challenges of using podcasts as a PR tool. (6 marks)
- b) Offer three (3) comprehensive suggestions on how organizations can maximize the impact of podcasts to enhance their brand storytelling. (9 marks)

Question 4 (15 marks)

Touch Logistics, a mid-sized Kenyan company specializing in supply chain solutions, has been struggling with internal and external communication. Employees frequently complain about unclear instructions, while clients report inconsistent information regarding delivery timelines and service updates. Additionally, during a recent service disruption, the company faced significant backlash on social media due to its slow and uncoordinated responses.

- i) Using the case of Touch Logistics, determine if they really need a communication policy. Be sure to define a communication policy. (3 marks)
- ii) In which three (3) critical ways can a communication policy address the company's communication struggles? (6 marks)
- iii) Develop and describe any three (3) components of the policy and write a specific policy under each to help Touch. (6 marks)