



**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: 16<sup>th</sup> November 2022**

**Time: 10:30 – 12:30**

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**Instructions**

- **Answer question 1 and any other TWO questions**
- **Separate your key arguments by skipping a line between paragraphs**
- **Clear, correct and concise language is a minimum standard for students of communication**
- **Make your handwriting effortlessly legible.**

**QUESTION 1 (30 marks)**

- a) "The Communications Strategy is by far one of the most important PR documents a PR student should learn to write."
  - i. Justify this statement by raising at least four (4) arguments. (4 marks)
  - ii. Isolate and describe any six (6) components of a communication strategy so well so that Mercy, a new PR student can understand what they are. (12 marks)
- b) "A country needs a 'PR agency' and KEPROBA is it for Kenya." Drawing conclusions from Maureen Mambo's Lecture:
  - i. Discuss and justify any four things an organization like KEPROBA should do for a country, in order to meet this mandate. (8 marks)
  - ii. Tabulate and show to what PR functions each activity falls for the country? (2 marks)
- c) State and briefly explain the four levels of application of PR according to the Excellence Theory of Public Relations. (4 marks)

**QUESTION 2 (15 Marks)**

Effective writing is a crucial skill for a Public Relations practitioner. You work for a CEO of an influential business entity, and you feel he needs to begin writing thought leadership articles,

- a) Justify the first part of the statement above. (3 marks)
- b) What is thought leadership writing? (3 marks)
- c) Give 3 arguments to show how Thought Leadership writing relates or contributes to Public Relations. (9 marks)

**QUESTION 3 (15 Marks)**

- a) Differentiate between a Press release and a Press statement. (3 marks)
- b) Create a case study and indicate which one you would use when and why. (6 marks)
- c) Draft one of them to address the issue you have created in part ii) above. (6 marks)

**QUESTION 4 (15 Marks)**

Read through this Twitter thread by Chris Ngaruthi and:

- a) Debate: should governments care about their reputation? From a Public Relations perspective, raise four arguments for and against this issue. You do not have to raise an equal number of arguments. (8 marks)
- b) What three PR practical and theoretical issues of interest does Chris imply or raise, for the people mentioned and for the government? (7 marks)


*\*The provision of this thread does not mean an endorsement to the Tweep, an incrimination to the mentioned persons or support of the cited sources. This is used purely for learning purposes.*

Question 2 (15 marks)

18:11 Thread

Chris @ChrisNgaruthi

Our CS for Agriculture is currently standing trial for attempted rape.



17:19 · 27 Sep 22 · Twitter

190 Retweets 6 Quote T

Chris @ChrisNgs

Tweet your reply

18:12 Thread

Chris @ChrisNgaruthi

The last time Our CS for cooperatives Simon Chelugui was before a parliamentary committee was to answer questions on the little matter of 19 Billion embezzling at Itare Dam. #FreedomHasCome



Chris @ChrisNgs

Twitter for Android

18:12 Thread

Chris @ChrisNgaruthi

Our CS for Mining Salim Mvurya the last time he was before a parliamentary committee was when they were grilling him for "mining" 1.6 Billion shillings in fictitious pending bills #FreedomHasCome

GOVERNOR MVURYA put to task over Sh1.6 billion 'fake' pending bills



17:43 · 27 Sep 22 · Twitter for Android

67 Retweets 70 Likes

Tweet your reply

18:11 Thread

Chris @ChrisNgaruthi

The last time Our CS for Sports Ababu Namwamba was in news was after he and others were sacked from PAC for using their position to solicit and receive bribes #FreedomHasCome

Politics

Ababu Namwamba and Public Accounts team sent home

graft claim

April 14, 2015 — updated on July 03, 2020

Chris @ChrisNgs

Tweet your reply

18:11 Thread

Chris @ChrisNgaruthi

Our CS Public Service Aisha Jumwa is currently standing trial for embezzling 20 million shillings and also on another trial for murder. #FreedomHasCome



17:24 · 27 Sep 22 · Twitter for Android

190 Retweets 4 Quote Tweets 210 Likes

18:11 Thread

Chris @ChrisNgaruthi

Our CS for Roads, Onesmus Kipchumba Murkomen used his Law firm to Launder NYS loot. #FreedomHasCome

standardmedia.co.ke

The Standard Since 1902

urkomen firm fails count for Sh15m in 'S scandal

17:30 · 27 Sep 22 · Twitter for Android