



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION
BAC 3102: FOUNDATIONS OF PUBLIC RELATIONS THEORY AND PRACTICE
END OF SEMESTER EXAMS

Date: 18th October 2023

TIME: 10:30-12:30

Instructions

1. Answer question **ONE** 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 (30 marks)

- a) Communication strategies often require resource allocation, and there's a trade-off between investing in various channels such as traditional media, social media, influencer partnerships, and content marketing. How will you determine the optimal allocation of resources to maximize reach, engagement, and impact while maintaining a consistent brand voice and message across these diverse channels?

Give details on any three ideas. (15 marks)

- b) In today's fast-paced digital landscape, where information is disseminated across diverse platforms, how do you maintain the coherence of your PR documents? Give three ways to do that. (6marks)
- c) What three generic guidelines can you offer Andrew, a PR intern, on writing PR documents? Use specific examples to demonstrate your ideas. (9marks)

Question 2 (15 marks)

Public relations often emphasizes the idea of mutually beneficial relationships between organizations and their stakeholders. How can public relations practitioners navigate the ethical complexities when the interests of different stakeholders, such as shareholders, customers, and the broader public, may conflict? With specific examples from current affairs, offer three ideas.

Question 3 (15 marks)

Earlier in the semester, you had an opportunity to interview and learn from a public relations practitioner.

- a) What are the distinct roles that practitioners engage in? Clarify any 3. (3 marks)
- b) Discuss any two challenges they encounter. Clearly show how these challenges are a threat or contravene the PR profession. (4 marks)
- c) Offer solutions to these challenges based on PR theory and best practice (8 marks).

Question 4 (15 marks)

Consider and state varied areas of *specialisation* in PR discussed in class:

- a) What value does PR add to the professions it supports? Discuss any three (3) contributions. (9 marks)
- b) Discuss any 3 current trends in the practice of PR in that area, that would greatly improve the supported profession. (6 marks)