



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 4207: PUBLIC RELATIONS CASE STUDIES**

**Date: 14<sup>th</sup> March 2022**

**Time: 15:30 – 17:30**

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**Instructions**

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

**QUESTION 1**

**(30 MARKS)**

1. Outline the four key questions to consider in targeting and prioritizing publics. (4 marks)
2. Research of public relations cases consists of investing three aspects of the overall public relations procedure. Explain these aspects. (3 marks)
3. a) Using relevant examples, identify any five membership organizations that affect most organizations. (5 marks)  
b) Identify five actions and special events used in employee relations programs include. (5 marks)
4. a) The final aspect of media programming is the effective communication of the program. Using relevant examples, discuss any eight aspects that effective communication depends on. (8 marks)  
b) There are many elements of social media involving controlled media. Using relevant examples and illustrations, discuss these elements. (5 marks)

**QUESTION 2**

**(15 MARKS)**

A new musical vernacular group wants to get more publicity for an upcoming premier album. As their publicist, you shall be required to do the following:

- a) Prepare audience research for your client. (5 marks)
- b) Modify the attitude of the public towards your client, using the three main forms of attitude modification as your strategy. (6 marks)
- c) Outline any four informational objectives relevant for this project. (4 marks)

### QUESTION 3

(15 MARKS)

- a) “Public relations practitioners are “hired guns” who will say or do whatever it takes to accomplish the goals of their clients.” Using this statement as a backdrop, discuss six practices under distortion that have earned public relations practitioners a sometimes less-than-savory reputation when representing politicians as clients. Use relevant examples in your discussion. **(12 marks)**
- b) Using clear examples and illustrations, outline four actions public relations agency members may take avoid conflict of interest. **(3 marks)**

### QUESTION 4

(15 MARKS)

Kenya's coast is rapidly becoming a popular destination for people looking for underage prostitutes. A recent United Nations Children’s Education Fund (UNICEF) study found that as many as 30% of girls aged 12-18 in Kenya's coastal areas are involved in some form of sex work. UNICEF also estimates that among Kenyans' sex workers, one in 10 began before reaching puberty.

- a) For a grassroots campaign to reduce this vice in the coastal areas, identify and explain three of most suitable opinion leaders that would aid in this campaign. (3 marks)
- b) Explain the role of opinion leaders in a two-step flow of information in a campaign. (2 marks)
- c) Discuss the action that public practitioners should undertake when identifying opinion leaders. (3 marks)
- d) Discuss a research program to identify target publics for this campaign to reduce child prostitution in this region. (7 marks)