



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 2203 – INTRODUCTION TO PUBLIC RELATIONS**

**DATE: 11<sup>th</sup> March 2024**

**TIME: 13:00-15:00**

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**Instructions**

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

**Question 1 (30 marks)**

“PR is one of the most crucial departments for an organisation today.”

- a) Offer a comprehensive definition of PR. Be careful to show what it entails. ( 6 marks)
- b) Show how any (6) goals of PR are invaluable to an organisation. (24 marks)

**Question 2 (15 marks)**

There are 4 ways in which PR is practiced, according to Grunig, the PR scholar. Discuss any three, and for each, raise a concern.

**Question 3 (15 marks)**

You are now aware of Grunig’s excellence theory of PR. Write notes on any 3 elements he discusses in the excellence theory. For each, show how a business startup you are thinking of, can apply.

**Question 4 (15 marks)**

Early in the semester, several “fathers of PR” were discussed. Citing specific examples from this history of PR, show five contributions that were made to PR and the impact each has on PR today.