



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
END OF SEMESTER EXAMINATION  
BACHELOR OF ARTS IN COMMUNICATION  
BAC 3104: MEDIA RELATIONS**

**DATE: 25<sup>th</sup> October**

**Time: 13:00-15:00**

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**Instructions**

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

**QUESTION ONE (Compulsory)**

You have been tasked to undertake Media Relations for the recently-launched Strath Hits Radio.

- A) Discuss FOUR ways in which media relations will benefit the station. (8 marks)
- B) Describe FOUR media relations tools you might use in your new role. (8 marks)
- C) Explain how Owned Media will enable you to play your role. (6 marks)
- D) Develop a short news release explaining the role of the radio in Strathmore University. (8 marks)

**QUESTION TWO**

- A) Analyse how social media has transformed media relations. (10 marks)
- B) Earned media is considered a critical part of a media relations strategy. With an example, explain why. (5 marks)

**QUESTION THREE**

Media relations plays an important role in mitigating a corporate crisis.

- A) Elaborate FIVE media relations strategies that should be employed during a crisis. (10 marks)
- B) Describe any FIVE don'ts during a crisis. (5 marks)

#### **QUESTION FOUR**

- A) Explore FIVE strategies that a public relations practitioner can use to build a strong relationship with the media. (10 marks)
- B) Briefly explain any FIVE factors to consider about journalism when pitching an idea to be covered as news. (5 marks)

#### **QUESTION FIVE**

- A) With an example for each, analyse any THREE ethical issues that a public relations practitioner must be keen on. (9 marks)
- B) Outline any TWO legal issues that may arise from media relations. (3 marks)
- C) Describe any TWO ways of measuring the impact of media relations. (3 marks)