



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES  
BACHELOR OF ARTS IN COMMUNICATION (BAC)  
END OF SEMESTER EXAMINATION  
BAC 2203 INTRODUCTION TO PUBLIC RELATIONS**

**DATE: 17<sup>th</sup> March 2024**

**TIME: 13:30 – 15:30**

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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)**

- a) Edward Bernays and P.T. Barnum are known as some of the forefathers of PR. Discuss what they are known for, and for each of them, show the legacy they left us in the PR field. (10 marks)
- b) GreenSpark Energy, a renewable energy company, recently launched a new line of affordable solar panels for developing regions. Their goal is to combat energy poverty and promote sustainable energy use. However, the launch faced significant challenges with various people criticising the effort as “mere PR.”
  - i) What is PR. (2 marks)
  - ii) Discuss any 3 misconceptions of PR and correct them. (6 marks)
  - iii) Refer to the circle on functions of PR discussed in class. How can GreenSpark Energy harness the power of any four functions? (12 marks)

**Question 2 (15 marks)**

- i) Strathmore University would like to block the Keri link road and ensure exclusive use. Using Mendelow’s stakeholder matrix, map four (4) stakeholders and for each, show their role. (10 marks)
- ii) Discuss press agency and show a disadvantage of relying on it. (5 marks)

**Question 3 (15 marks)**

- i) Analyse three (3) critical roles Public Relations plays in building and maintaining a good corporate reputation. Relate your answers to a recent case of a company facing reputational challenges. (12 marks)
- ii) Explain the 2-way asymmetrical model and show a disadvantage of the model. (3 marks)

**Question 4 (15 marks)**

- i) What is data analytics as a PR trend, and what is its value in decision-making? (6 marks). What three (3) key roles does it play in modern public relations political campaigns? (6 marks). (12 marks)
- ii) Discuss the Two-Way Symmetrical Model and explain why it is ideal as well as impractical. (3 marks)