



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

**BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 4207: PUBLIC RELATIONS CASE STUDIES**

DATE: 15th March 2024

TIME: 08:00-10:00

Instructions

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

Question 1 (30 marks)

Mugisha Corporation's Communication

Mugisha Corporation is a multinational company operating in various countries, but headquartered in Kampala, Uganda. The company has diverse teams working on projects that require collaboration across different time zones, cultural backgrounds, and languages. Recently, there have been several instances of disinformation, miscommunication and misunderstandings among team members, leading to project delays, decreased morale, and strained working relationships.

Team members from different cultural backgrounds struggle to understand each other's communication styles, leading to confusion and misinterpretations. Emails and messages are often misunderstood and there are varying interpretations of formality. Project updates and important information are not consistently communicated to all team members, resulting in some team members feeling excluded or uninformed.

As the newly employed PR Officer at Mugisha, make detailed recommendations to resolve at least six of the overt and covert problems.

Question 2 (15 marks)

ABC Foundation

ABC Foundation, a non-profit organization dedicated to environmental conservation, recently launched a new campaign in Nairobi to raise awareness about sustainable practices. The campaign aims to engage with a diverse audience, including environmentally conscious individuals, corporate partners, and government stakeholders. The Public Relations Officer (PRO), Mercy, tasked with managing the campaign, is facing challenges in understanding and connecting with the different personalities within these target groups; from her immediate boss to her peers.

Using Leary's personality circumplex, offer five (5) directly applicable recommendations.

Question 3 (15 marks)

Global Solutions Inc. (GSI)

Global Solutions Inc., a new fashion consulting firm, recently hired Ashanti as their new Public Relations Officer. Despite her extensive experience in traditional public relations, Ashanti is somewhat oblivious to the rapidly evolving landscape of digital trends in the field. She is relying heavily on traditional PR methods, which are not necessarily bad, but she is yet to embrace and understand the significance of digital trends, especially Adtech.

- a) How might Ashanti's ignorance cost GSI? Offer 4 arguments. (12 marks)
- b) As her peer, how would you help her resolve any one these challenges comprehensively? (3 marks)

Question 4 (15 marks)

Just before you graduate, Moringa University offers you a job as a PR officer. You are, however, the first one to hold this job.

Where will you begin? Discuss and justify 5 progressive starting points.