



UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]**

COMM 107: INTRODUCTION TO PUBLIC RELATIONS

STREAM: Y1S1

TIME: 2 HOURS

DAY: FRIDAY, 3:00 – 5:00 PM

DATE: 02/12/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other TWO questions.***

QUESTION ONE

- Explain why this course is important to you as a media student **(3 Marks)**
- Provide a definition of PR in your understanding from what you have learnt in this course **(3 Marks)**
- Explain the landmark contribution of Ivy Lee and Edward Barneys in the field of PR **(3 Marks)**
- Describe any five responsibilities of a **CCO/PRO** **(5 Marks)**
- List five principles of good press relations **(5 Marks)**
- Explain the research questions and considerations a CCO/PRO has to make before the research process. **(5 marks)**
- Explain the elements of persuasive speech and show their importance in PR **(6 Marks)**

QUESTION TWO

- Elaborate on the situational theory of publics as developed by Grunig (2005) **(10Marks)**
- Illustrate how systems theory is adapted and adjusted to PR. **(10Marks)**

QUESTION THREE

- a. Discuss the strategic planning pyramid. **(10Marks)**
- b. Explain the importance of research to an organization. **(10Marks)**

QUESTION FOUR

- a) Represent diagrammatically the crisis management cycle by Coombs (2015).
(8 Marks)
- b) Provide an in-depth analysis of what happens in the pre-crisis phase.
(12marks)

QUESTION FIVE

Discuss four approaches to public relations strategy. **(20marks)**