



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2019/2020 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND  
MASS COMMUNICATION**

**COURSE CODE: JMC 404**

**COURSE TITLE: PUBLIC RELATIONS CAMPAIGNS AND STRATEGIES**

**DATE: 8<sup>TH</sup> FEBRUARY, 2021**

**TIME: 8.00 - 10.00AM**

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### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating.

### **QUESTION ONE - COMPULSORY (30 MARKS)**

In this year's Annual Campus Networking Dinner for university students in the region, your university has been given the responsibility to plan the event that will attract many participants including donors, stakeholders and media agencies among others. The events manager has assigned you as the chief head of marketing.

- a) Systematically, describe the six steps you will follow to effectively develop your marketing campaign strategy. (12 marks)
- b) Explain any four roles the media agencies will play towards the success of this event. (8 marks)
- c) Describe any five challenges you are likely to face during preparation for the event. (10 mks)

### **QUESTION TWO (20 MARKS)**

The success of a strategic plan activity relies heavily on a well defined purpose and a clear message. Justify this statement.

### **QUESTION THREE (20 MARKS)**

You are the company director of a business firm that has won the tender to plan and organize for an Annual Entrepreneurship promotion Conference that will attract about 10,000 guests and entrepreneurs. The event is slated to run soon and you have two months to strategically plan for you to execute your job well.

By giving examples, explain how you will use the **SWOT** matrix as a tool for the success of this event.

### **QUESTION FOUR (20 MARKS)**

- a) With an example from your learning institution, distinguish the following:
  - i. PR Risk and PR crisis (4 marks)
  - ii. Issue management and crisis management (4 marks)
  - iii. Internal publics and external publics (4 marks)
- b) Explore the legal frameworks upon which a PR campaign strategy is based. (8 marks)

### **QUESTION FIVE (20 MARKS)**

After recent heavy rains that destroyed the environment including vegetation and water bodies, you decide that after graduating from school, you will form a relevant group to engage in planting trees and cleaning up of rivers as your first Corporate Social Responsibility (CSR) to reclaim a clean and habitable environment. As the group leader in this exercise, you are mandated to write a work plan that would include a proposal seeking for funds to facilitate you.

- a) Analyze the five key elements of your strategic plan. (10 marks)
- b) Describe any five ethical standards that will guide you in this exercise. (10 marks)