



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMA 423

COURSE TITLE: PUBLIC RELATIONS CAMPAIGNS AND STRATEGIES

DATE: ^{NAT} 2ND SEPTEMBER, 2022

TIME: 2.00 - 4.00PM

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)

- a) Describe three distinctions between public relations and advertising. (6 marks)
- b) Explain five public relations print media campaign tools. (10 marks)
- c) Distinguish Corporate Social Investment (CSI) from Corporate Social Responsibility (CSR). (4 marks)
- d) Illustrate five ethical considerations when using public relations campaign tools. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain four ways in which Kibabii University (KIBU) can use Corporate Social Responsibility (CSR) to improve its public image. (8 marks)
- b) Mention four notable Corporate Social Investments (CSI) that Safaricom has engaged in recently. (4 marks)
- c) Describe four ways in which politicians can use Corporate Social Responsibility (CSR) to boost their re-election campaigns. (8 marks)

QUESTION THREE (20 MARKS)

- a) Give three reasons why billboards are effective campaign tools in politics. (6 marks)
- b) Explain four reasons why the Presidential Debate is important in politics. (8 marks)
- c) With three reasons, illustrate why it is relevant for political parties to have unique symbols. (6 marks)

QUESTION FOUR (20 MARKS)

- a) Differentiate between a mission and vision statement. (4 marks)
- b) What is the Mission Statement for Kibabii University? (4 marks)
- c) Give three reasons why core values are important to organizations. (6 marks)
- d) Explain three reasons why manifestos important in political campaigns. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Give three reasons why corporate colours are important. (6 marks)
- b) Describe three types of newsletters. (6 marks)
- c) Explain four factors to consider when designing brochures. (8 marks)