



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

**UNIVERSITY EXAMINATIONS
2022/ 2023 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS
FOR THE BACHELOR OF SCIENCE DEGREE**

IN

JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 409

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

DATE: 24/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS

Answer question 1 and any other TWO questions

TIME 2 Hrs

QUESTION ONE

- a) You are working for Umoja Sacco Ltd as a public Relations office. The Sacco is planning to introduce a new service targeting women. Therefore you have been tasked to create a PR plan for a campaign aimed at popularizing the new service for a period of six months starting the time of launch. Explain what your plan will be comprised of. (20 marks)
- b) Describe any five communications campaigns that can be launched by an organization at any given time. (10 marks)

QUESTION TWO

Goals and objectives of any communication plan should be clearly defined.

- a) Define the two terms highlighted above(5marks)
- b) Using appropriate examples, explain the importance of goals and objectives in a PR campaign.(10 marks)
- c) Explain any two features of the two goals and objectives(5 marks)

QUESTION THREE

- a) Explain the factors to be considered when selecting media for a PR campaigns.(10 marks)
- b) Discuss the tactical aspects of a PR campaign targeting rural audience (10 marks)

QUESTION FOUR

‘Research is the starting point of any PR campaign.’ In not more than 350 words, justify this statement.

QUESTION FIVE

Evaluation is continuous process in determining the success of a communication plan.

- i) Highlight any three key areas of evaluation (6 marks)
- ii) Explain various approaches used in evaluating a PR campaign(8 marks)
- iii) Identify tools used in evaluating a PR campaign(6 marks)