St. Paul's University Repository

ST. PAUL'S UNIVERSITY

Private Bag 00217 Limuru, KENYA

Tel: 020-2020505/2020510/0728-669000/0736-424440

SCHOOL OF COMMUNICATION AND COMPUTER STUDIES
DEPARTMENT OF COMMUNICATION STUDIES
DIPLOMA IN COMMUNICATION STUDIES
FINAL EXAM
JAN-APRIL 2024/2025 SEMESTER
MODE: EVENING
NAIROBI CAMPUS
DPRS 206: PUBLIC RELATIONS AND TECHNOLOGY

ST. PAUL'S UNIVERSITY

DATE: APRIL, 2025 **TIME: 2 HOURS**

INSTRUCTIONS: Answer All Questions in SECTION A and Attempt two Questions in Section B.

SECTION A: Answer All Questions

Question 1 (30 Marks)

i) Define the following terms:

a) Public Relations **(3 Marks)**

b) Technology **(2 Marks)**

ii) Discuss the role of Technology in the evolution of Public Relations. **(5 Marks)**

iii) Explain the importance of social media in building and maintaining public relations for an organization. **(5 Marks)**

iv) Discuss the inverted pyramid style in Public Relations. **(5 Marks)**

v) A media kit is a collection of materials that help journalists understand the key aspects of a brand, product, or event. Outline five (5) elements included in a media kit. **(5 Marks)**

v) Discuss five (5) ethical considerations that PR professionals must keep in mind when utilizing technology in their campaigns. **(5 Marks)**

SECTION B: Answer any Two Questions

Question 2 (15 Marks)

i) Discuss the future trends of technology in public relations and their potential impact on the field. **(5 marks)**

ii) Explain the role of annual reports in PR. **(2Marks)**
iii) Discuss the key elements that should be included in an annual report. **(4Marks)**
iv) Outline the key responsibilities or work of Public Relations Professionals. **(4 Marks)**

Question 3(15 Marks)

i) Examine the relationship between public relations and the use of digital media in shaping public perception of an organization**.** **(5 Marks)**
ii) Provide a brief overview of the history of PR writing**.** **(5 marks)**
iii) Outline five (5) fundamentals of good Public Relations writing. **(5 Marks)**

Question 4 (15 Marks)

i) Evaluate the challenges and opportunities that technology presents for public relations professionals in managing stakeholder communications. **(5 Marks)**
ii) Justify why RACE is an effective process of Public Relations writing. **(5 Marks)**
iii) Discuss the AP style and the Square Format Public Relations writing styles. **(5 Marks)**

Question 5(15 Marks)

i) Evaluate four (4) message strategies used in PR writing. **(8 Marks)**
ii) Discuss the role of Public Relations in modern society. **(4 Marks)**
iii) Explain the concept of influencer marketing and how it is used in public relations campaigns. **(3 Marks)**

ST. PAUL'S UNIVERSITY