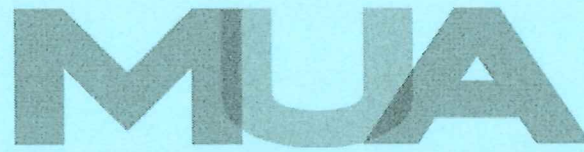


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DÉGREE OF BACHELOR OF MANAGEMENT AND**

**LEADERSHIP/BACHELOR OF COMMERCE**

**BML 208/HRM 314: PUBLIC RELATIONS MANAGEMENT**

**DATE: 17<sup>TH</sup> DECEMBER 2024**

**DURATION: 2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

## QUESTION ONE

**Read the Case Study below carefully and, answer the questions that follow:**

### INNOVATIVE PUBLIC RELATIONS

GreenTech Innovations is a leading player in the renewable energy sector, specializing in sustainable energy solutions, including solar panels and wind turbines. Founded in 2021 and headquartered in Nairobi, Kenya, the company focuses on reducing carbon footprints for both residential and commercial clients. The mission of GreenTech is to empower communities with innovative energy solutions, ensuring that sustainable energy is accessible to all. The organization prioritizes effective public relations to foster strong relationships with its stakeholders, including investors, customers, government entities, and the media, which are essential for its growth and success.

In today's dynamic landscape, engaging diverse audiences requires leveraging a variety of media platforms. GreenTech recognizes the importance of radio as a vital communication tool, especially for reaching local communities in rural areas where internet access is limited. This platform allows the organization to share success stories, product launches, and sustainability tips in an accessible manner, fostering community engagement. Television also plays a crucial role by offering a visual medium for storytelling, enabling GreenTech to showcase its innovative products and demonstrate the impact of renewable energy solutions on everyday lives.

The internet serves as a powerful channel for GreenTech to engage with a global audience. Social media platforms, such as Twitter and Instagram, facilitate direct interaction with customers, allowing the organization to share updates and address inquiries in real time. Email newsletters are instrumental in disseminating information about new products, company achievements, and industry trends, creating a sense of connection with the audience. Newspapers and magazines contribute to shaping public perception; by placing advertisements and articles in reputable publications, GreenTech reinforces its position as a thought leader in the renewable energy sector and establishes credibility among its target demographics.

To effectively develop its public relations strategies, GreenTech emphasizes the need for skilled PR professionals. Outstanding creativity is vital, as PR professionals must craft engaging narratives that resonate with various audiences. A full understanding of media needs and relationships is essential, enabling them to tailor messages effectively for different platforms. Additionally, proficiency in social media is crucial, given the ongoing evolution of the digital landscape and its influence on public perceptions. Strong interpersonal and communication skills are necessary for building robust relationships with stakeholders, ensuring that clear and compelling messages reach the public. Furthermore, organizational and time management skills are crucial for executing multiple campaigns simultaneously and managing events effectively.

Implementing a comprehensive communications framework is vital for GreenTech Innovations. Such a framework keeps employees informed about organizational goals and initiatives, fostering a sense of belonging and commitment. Encouraging two-way communication allows the organization to gather valuable insights from employees, which can inform management decisions. By leveling with employees about negative or sensitive issues, GreenTech establishes trust and transparency. Timely communication about important events and decisions ensures that employees are informed before external media outlets, enhancing internal cohesion. Moreover, a well-defined communications framework fosters a culture of innovation and creativity, motivating employees to contribute ideas and solutions actively.

GreenTech Innovations engages with various public categories to shape its communication strategies effectively. Internal publics include shareholders, employees, suppliers, distributors, and other business associations, all of whom play a vital role in the organization's success. By cultivating strong relationships with these groups, GreenTech ensures alignment and collaboration in achieving its objectives. External publics encompass financial institutions, media representatives, government bodies, citizen-action groups, and local communities. Engaging these external stakeholders is essential for maintaining a positive public image and effectively navigating regulatory environments.

In light of these considerations, GreenTech Innovations aims to harness the potential of media platforms, skilled PR professionals, and a robust communications framework to strengthen its public relations efforts. This strategy not only enhances the organization's reputation but also fosters lasting relationships with its diverse audience, paving the way for future growth and success.

**Required:**

- a) Evaluate five major media platforms that GreenTech Innovations can strategically leverage to effectively engage diverse audiences. **(5 Marks)**
- b) Describe five essential skills for a Public Relations (PR) professional that contribute to the development of effective PR strategies and foster strong stakeholder relationships at GreenTech Innovations. **(5 Marks)**
- c) Discuss five key benefits of implementing a comprehensive communications framework in GreenTech Innovations. **(10 Marks)**
- d) Explain five distinct categories of publics that GreenTech Innovations may engage with in shaping its communication strategies. **(5 Marks)**

**QUESTION TWO**

- a) Describe five essential tools that a Public Relations manager can employ to effectively execute PR responsibilities and convey messages to the public. **(5 Marks)**
- b) Discuss five essential guidelines for developing an effective campaign planning document. **(10 Marks)**

**QUESTION THREE**

- a) Explain the five-step process involved in issues management as a key component of proactive organizational planning. **(5 Marks)**
- b) Describe five key responsibilities of a Public Relations (PR) manager in driving effective communication and organizational reputation. **(10 Marks)**

#### QUESTION FOUR

- a) Describe the major contributions of Edward Bernays to the evolution and development of modern PR practices and theories. (5 marks)
- b) Discuss five essential roles that PR professionals perform in maintaining organizational reputation and fostering stakeholder engagement. (10 Marks)

#### QUESTION FIVE

- a) Discuss five fundamental components of public relations that contribute to effective communication and foster strong relationships between organizations and their publics. (10 Marks)
- b) Identify five key tools that a PR practitioner may utilize to effectively execute public relations duties and engage with various audiences (5 Marks)

#### QUESTION SIX

- a) Using relevant examples, critically examine the four key elements of the John Marston's RACE model for an effective Public Relations process. (9 Marks)
- b) Analyze how Public Relations differ from and interact with propaganda, publicity, and public opinion in shaping communication strategies.
- i. Public Relations and Propaganda. (2 Marks)
  - ii. Public Relations and Publicity. (2 Marks)
  - iii. Public Relations and Public Opinion. (2 Marks)

