



**ALUPE
UNIVERSITY**

**OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENT AFFAIRS**

UNIVERSITY EXAMINATIONS

2024/2025 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER MAIN EXAMINATION

**FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC
RELATIONS**

COURSE CODE: CMM 422

**COURSE TITLE: MANAGEMENT SKILLS FOR PUBLIC
RELATIONS OFFICERS**

DATE: 10/04/2025

TIME: 8.00-11.00am

INSTRUCTIONS TO CANDIDATES

- **SEE INSIDE**

- THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

MAIN/REGULAR

COURSE CODE: CPR 422 TITLE: MANAGEMENT SKILLS FOR PUBLIC RELATIONS OFFICERS

STREAM: CPR

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- Answer three questions. Question one is compulsory*
- Do not write on the question paper*

QUESTION ONE

- Using Kenya as a reference, discuss how social media has changed PR practices and provide examples of successful campaigns. (10 Marks)
- As a PR officer, propose a PR campaign to improve the image of a Kenyan public institution facing reputational challenges. (10 Marks)
- Develop a strategic PR plan for a Kenyan organization facing public image challenges. Your answer should include research, objectives, strategy, tactics, and evaluation. (10 Marks)

QUESTION TWO

- Using Kenyan examples, analyze the traditional models of PR management and their relevance in today's digital world. (10 Marks)
- Critically assess the role of PR in Kenya's political campaigns, using the recent general elections as a case study. (10 Marks)

QUESTION THREE

- Evaluate the impact of corporate social responsibility (CSR) on a company's public image in Kenya. (10 Marks)
- Explain the role of performance appraisal in PR management and how it aligns with organizational objectives. (10 Marks)

QUESTION FOUR