



**ALUPE  
UNIVERSITY**

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

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# **UNIVERSITY EXAMINATIONS**

## **2024/2025 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER MAIN EXAMINATION**

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

**COURSE CODE: CPR 223**

**COURSE TITLE: ADVERTISING AND PUBLIC RELATIONS**

**DATE: 09/04/2025**

**TIME: 2.00-5.00pm**

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**INSTRUCTIONS TO CANDIDATES**

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES

- PLEASE TURN OVER

**MAIN/REGULAR**

**COURSE CODE: CPR 223 TITLE: ADVERTISING AND PUBLIC RELATIONS**

**STREAM: CPR**

**DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE**

- Highlight two key differences between Public Relations and Advertising. (5 marks)
- Explain the role of public relations in managing corporate reputation with a case study from a Kenyan organization. (5 marks)
- Differentiate between paid, owned, and earned media in advertising, using Kenyan companies as examples. (4 marks)
- Describe three major functions of an advertising agency and provide examples of agencies operating in Kenya. (6 marks)
- Evaluate the impact of digital advertising on traditional media in Kenya. Provide data or case studies to support your argument. (10 marks)

**QUESTION TWO**

- Discuss how the principles of crisis communication were applied by a Kenyan company or government agency during a recent PR crisis. (10 marks)
- Analyze the effectiveness of celebrity endorsements in Kenyan advertising. Use relevant examples to support your argument. (10 marks)

**QUESTION THREE**

- Create an advertising strategy for a new Kenyan startup launching an eco-friendly product. (10 marks)
- Develop a marketing campaign for a new soft drink entering the Kenyan market. Your answer should include both push and pull strategies. (10 marks)

**QUESTION FOUR**

- Assess the effectiveness of influencer marketing in Kenya, providing examples of brands that have successfully used it. (10 marks)
- Evaluate the impact of digital advertising on consumer behavior in Kenya. (10 marks)

**QUESTION FIVE**

- a) Propose and justify a creative advertising strategy for a Kenyan e-commerce business aiming to expand its market reach. (10 marks)
- b) Propose five strategies that Kenyan advertising agencies can use to optimize cost efficiency while maintaining high-quality campaigns. (10 marks)

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