



**ALUPE  
UNIVERSITY**

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

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# **UNIVERSITY EXAMINATIONS**

## **2024/2025 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER MAIN EXAMINATION**

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

**COURSE CODE: CPR 324**

**COURSE TITLE: PUBLIC RELATIONS FOR DEVELOPMENT  
AND SOCIAL INFLUENCE**

**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 324 TITLE: PUBLIC RELATIONS FOR DEVELOPMENT AND SOCIAL INFLUENCE**

**STREAM: CPR**

**DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE**

- a) Describe how social media has influenced public engagement in development initiatives in Kenya. (10 marks)
- b) Identify and briefly explain three ethical considerations in media framing of development issues in Kenya. (6 marks)
- c) Describe two crisis communication strategies used by organizations in Kenya during the COVID-19 pandemic. (4 marks)
- d) Discuss the role of government in PR development initiatives, citing Kenya's Huduma Kenya program as an example. (10 marks)

**QUESTION TWO**

- a) Outline and explain the five adopter categories in the Diffusion of Innovation Theory. (10 Marks)
- b) Discuss how the Kenyan government has applied the Diffusion of Innovation Theory in promoting digital literacy programs. (10 Marks)

**QUESTION THREE**

- a) Explain the role of Agenda-Setting Theory in shaping public opinion on health awareness campaigns in Kenya. (10 Marks)
- b) Using a recent health campaign in Kenya, illustrate how public relations strategies were used to shape media agenda. (10 Marks)

**QUESTION FOUR**

- a) Analyze the challenges and solutions in stakeholder collaboration among government, NGOs, and corporations in Kenya, focusing on environmental conservation projects like the Green Belt Movement. (10 marks)
- b) Apply the principles of Situational Crisis Communication Theory (SCCT) to a case of corporate scandal in Kenya, such as the Kenya Airways financial crisis. (10 marks)

**QUESTION FIVE**

- a) Evaluate the effectiveness of social media activism in Kenya by examining the #JusticeForKianjokomaBrothers campaign and its impact on policy changes. (10 marks)
- b) Design a stakeholder engagement plan for a new public health initiative in Kenya, considering key stakeholders, communication channels, and crisis management strategies. (10 marks)

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