



**ALUPE  
UNIVERSITY**

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

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# **UNIVERSITY EXAMINATIONS**

## **2024/2025 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER MAIN EXAMINATION**

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

**COURSE CODE: CPR 421**

**COURSE TITLE: PUBLIC RELATIONS IN INTERNATIONAL  
CONTEXTS**

**DATE: 10/04/2025**

**TIME: 8.00-11.00am**

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**INSTRUCTIONS TO CANDIDATES**

- SEE INSIDE

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

**MAIN/REGULAR**

**COURSE CODE: CPR 421 TITLE: PUBLIC RELATIONS IN INTERNATIONAL CONTEXTS**

**STREAM: CPR**

**DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE**

- Based on Hofstede's cultural dimensions, design a public relations campaign for a multinational company entering the Kenyan market. Your answer should highlight key cultural considerations. (10 marks)
- Assume you are a PR consultant for a U.S. company expanding into China. Outline a cross-cultural communication strategy that would help the company avoid cultural miscommunication. (10 marks)
- Analyze the impact of government regulations on international PR practices using examples from China and the United States. (10 marks)

**QUESTION TWO**

- Compare and contrast PR strategies in capitalist and socialist economies. Provide relevant case studies to support your argument. (10 marks)
- Analyze how cultural differences can influence crisis response strategies in different regions. (10 Marks)

**QUESTION THREE**

- Examine how companies use social media metrics to assess the effectiveness of their PR campaigns. (10 Marks)
- Differentiate between ethical labor practices and unethical labor exploitation in global supply chains, using Nike as a case study. (10 Marks)

**QUESTION FOUR**

- Evaluate the effectiveness of BP's crisis communication strategy during the Deepwater Horizon oil spill. What were its strengths and weaknesses. (10 Marks)
- Assess the importance of legal and regulatory compliance in managing international PR crises. (10 Marks)

**QUESTION FIVE**

- a) Design a crisis communication plan for a multinational corporation dealing with a cyberattack affecting customers in multiple countries. (10 Marks)
- b) Develop a social media crisis management strategy for a company facing a reputational crisis due to an environmental scandal. (10 Marks)

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