

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES
BA JOURNALISM AND MASS COMMUNICATION
END OF SEMESTER 1 EXAMINATION, 2021/2022
PUBLIC RELATIONS CAMPAIGN AND STRATEGIES (BJMC 3110)

INSTRUCTIONS:

- Answer **three (3)** questions only
- Question **One (1)** is compulsory
- Attempt any **two (2)** questions in section B

Section A: Compulsory
(40 Marks)

Qn. 1

As a Public Relations (PR) professional for Ministry of Agriculture, Animal Industry and Fisheries, you have been consulted to prepare an article for the '*Seeds of Gold*' pull-out in the *Daily Monitor* newspaper providing a discussion of:

- a) Five opportunities which digital media presents to public communication in Uganda (20 marks)
- b) Five threats which digital media presents to public communication in Uganda (20 marks)

Section B: Choose any two (2) questions
(60 Marks)

Qn. 2

- a) Distinguish between 'pro-active public relations' and 'reactive public relations' practice (10 marks)
- b) As a public relations specialist, identify and explain four types of effective public relations campaigns (20 marks)

Qn. 3

With illustrations, discuss the relevance of the following in the public relations profession:

- a) Press agency model (5 marks)
- b) Public-information model (5 marks)
- c) Two-way asymmetrical model (5 marks)
- d) Two-way symmetrical model (5 marks)
- e) Dialogic theory (5 marks)
- f) Excellence theory (5 marks)

Qn. 4

- a) With relevant illustrations, distinguish between communication strategies and tactics (5 marks)
- b) Explain any four public relations strategies which can be used for external organizational communication. (20 marks)

Qn. 5

- a) What is corporate social responsibility? (6 marks)
- b) Corporate social responsibility is considered to be both an 'ethical practice' and a 'business strategy'. Discuss the validity of this statement (24 marks)

Qn. 6

- a) What is propaganda? (6 marks)
- b) Using relevant examples, discuss three types of propaganda which can be used in strategic public relations practice (18 marks)
- c) As a student of Public relations campaign and strategies, what is the relevance of propaganda in the field of PR? (6 marks)