

UGANDA MARTYRS UNIVERSITY  
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES  
BA JOURNALISM AND MASS COMMUNICATION  
END OF SEMESTER I EXAMINATION, 2022/2023  
PUBLIC RELATIONS CAMPAIGN AND STRATEGIES (BJMC 3110)

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**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 the coordinator of the Public Relations Association of Uganda (PRAU), you have been consulted to prepare a paper for the *Public Relations Symposium* organized by the Ministry of ICT and National guidance providing insights into:

- a) Any four public relations functions in an organization. (12 marks)
- b) The relationship between public relations and the news media in Uganda. (8 marks)
- c) The strengths, weaknesses, opportunities and threats (SWOT) which digital media presents to public communication in Uganda. (20 marks)

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

**Qn. 2**

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

- a) Publicity model (5 marks)
- b) Two-way symmetrical model (5 marks)
- c) Dialogic theory (5 marks)
- d) Symmetry theory (5 marks)

- e) Pro-active public relations
- f) Reactive public relations

(5 marks)

(5 marks)

**Qn. 3**

- a) There are several types of public relations campaigns. As a public relations specialist, identify and explain any four types of public relations campaigns of your choice. (20 marks)
- b) Using relevant examples, discuss two major steps to consider while planning for a successful public relations campaign. (10 marks)

**Qn. 4**

- a) With relevant illustrations, distinguish between the 'two-way asymmetrical' and 'two-way symmetrical' models of public relations. (10 marks)
- b) Explain any four public relations strategies which can be used for external (outward) organizational communication. (20 marks)

**Qn. 5**

- a) Define corporate social responsibility. (6 marks)
- b) You are the senior public relations manager of MTN-Uganda. Corporate social responsibility is assumed to be both an 'ethical practice' and a 'business strategy' in light of the MTN Marathon 2022 – *Run for Babies*. Discuss the validity of this statement. (24 marks)