



**KARATINA UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR, SECOND SEMESTER EXAMINATION**

**2023/2024 ACADEMIC YEAR**

**FOR THE DEGREE OF: BACHELOR OF SCIENCE IN  
COMMUNICATION AND PUBLIC RELATIONS**

**COURSE CODE: CCM 310**

**COURSE TITLE: PUBLIC RELATIONS AND ADVERTISING**

**DATE : 16<sup>TH</sup> APRIL,2024**

**TIME : 3.00-5.00 PM**

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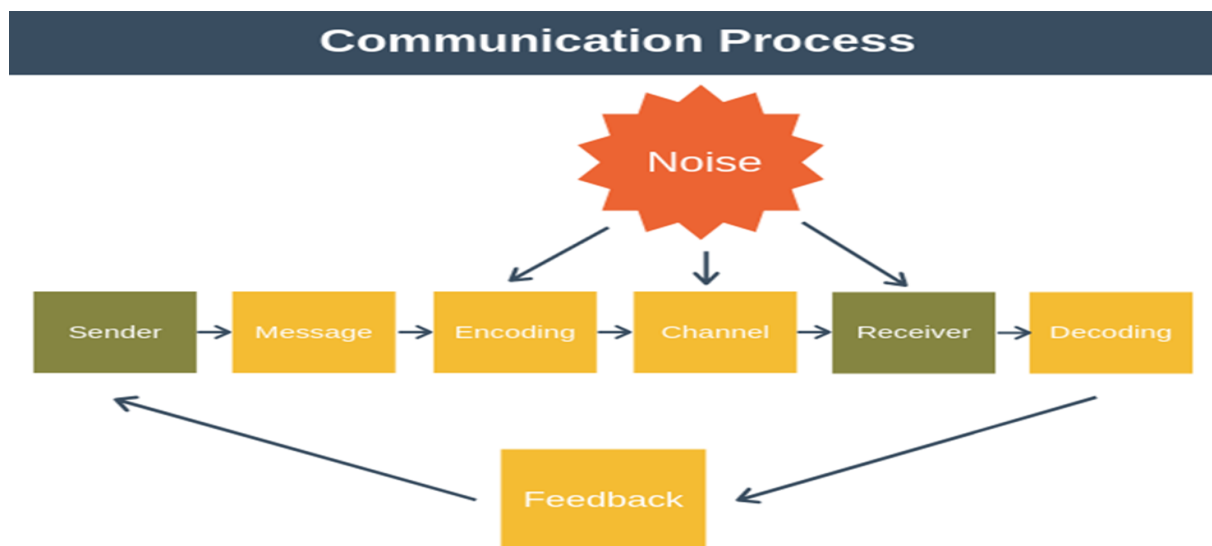
**INSTRUCTION TO CANDIDATES**

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**Answer Four Questions. Question One Is Compulsory.**

1)The CEO of Oxygene Public Relations educational background is in Business Management. He has asked you to train his staff on aspects of advertising that will grow his business and improve sales.

a). Using the Advertising Communication process image below, explain the elements in the diagram(10 marks



b) Distinguish between Public Relations and Advertising (5 marks)

c). Using relevant examples, demonstrate how the Integrated Marketing Communication is applicable in PR&Advertising(10 marks).

2a). Using relevant examples, discuss the six Principles of Persuasion in PR and demonstrate how these are used in PR and advertising (8 marks)

b). Demonstrate how you can use five Common persuasive techniques Used in Advertising in Kenya today (7 marks).

3a). Choose any five advertising tools shown in the image below and demonstrate how you can use them in PR& Advertising (10 marks).



b). Using organizations known to you, explain why business owners prefer New media advertising to traditional media(5 marks).

4) Dettol soap has had problems of low sales in the East African market. As a result, the owners created a new and convincing TV advert to persuade people to buy the soap

a). Create a one-page Dettol advert for newspapers and magazines for the East African market (10 marks).

b). With specific examples, explain three PR strategies and tactics that the company can use to return the Dettol soap market where it used to be (10 marks).

5). On 24<sup>th</sup> January, 2024, Panda Supermarket opened two outlets in Nairobi, Kenya. One is at Garden City Mall and the other one is at Karen.

a) Using relevant examples, explain the importance of financial PR(8marks).

b) Advise the owners of Panda why Expertise in Financial PR is required for them to succeed in running a profitable business in Kenya (7 marks).

6a) Demonstrate with examples how the elements in the image below impact global advertising(10marks).



b).Using relevant examples, discuss the advantages of global marketing and advertising(5 marks).