



Inspiring Innovation and Leadership

KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, FIRST SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

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

COURSE CODE: CCM 405

COURSE TITLE: PUBLIC RELATIONS THEORIES

DATE: 21ST DECEMBER, 2023

TIME: 8.00AM-10.00AM

INSTRUCTION TO CANDIDATES

See Inside

CCM 405: PUBLIC RELATIONS THEORIES

Answer Four Questions, Question One Is Compulsory

1. Read the case below and answer following questions.

Climate change has cost the Africa continent nearly \$70 billion over the last five decades. Due to the prolonged drought this year, Kenya has suffered a loss of over \$1.5 billion that has forced the government to divert resources for health and education to protect lives, livelihoods and wildlife from the devastation wreaking havoc in the country. Kenya though only responsible for < 0.1 % ,has been at the forefront of fighting the negative impact of climate change having ratified the Paris accord in 2016. It has developed numerous strategies including the National Climate Change Action Plan, 2012 (NCCAP 2013-2017), (NCCAP 2018-2022), National Adaptation Plan 2015-2030 National Adaptation Plan and the Climate Change Response strategy. The Government of Kenya is implementing the development plans and strategies through the Financing Locally-Led Climate Action (FLLoCA) Program as a measure to address the climate change challenge across the Country and in essence within the 47 County Governments. The objective of the (FLLoCA) program is to deliver locally led climate resilience actions and strengthen the National and County Governments' capacity to manage climate risks. It is a five-year period program that commenced on 1st February, 2022 and is expected to run until 31st January, 2027. (www.mygov.go.ke)

a). Citing practical case examples, evaluate the relevance of dialogue theory in such a programme. (10 marks).

b). Describe the relevance of public relations research in this case. (5marks)

c). as a public relations practitioner, apply the situational theory to understand the varied publics in the case above. (10 marks)

2a). Orapep Company is a very competitive organization producing highly consumable products. Recently they experienced frequent complaints from its major customers citing production of sub-standard products. However, the management felt they have always produced high quality products and therefore they did not see the need to address the complaints. A result of this decision the company encountered a negative publicity through varied social media platforms. As a public relations manager,

demonstrate how you can use the image restoration theory to address this situation. (12 marks).

b). Briefly explain the relationship management theory of public relations (3 marks).

3a). As a public relations consultant, you are tasked to conduct a public relations audit for one of your clients. Citing examples, evaluate how you will apply the excellence theory in this process. (10 marks)

b). Briefly discuss the hypodermic needle theory and its relevance in public relations practice. (5 marks).

4a). Citing practical case examples from your previous attachment course, demonstrate how systems theory is applicable in public relations practice. (10 marks).

b). Discuss the relevance of cognitive dissonance theory in public relations practice. (5 marks).

5). Media is one of the key public commonly used to disseminate information to various publics. However, this role at times fails and the Public Relations practitioners resort to other means. Using the following theories of mass communication, explain how they can be a guide for effective communication. (15 marks).

- a) Framing theory.
- b) Two-step flow theory.
- c) Uses and gratification theory.

6. Using examples, describe how the following theories are applied in Public relations practice. (15 marks).

- a) Inoculation theory.
- b) Spiral of silence theory.
- c) Elaboration likelihood model.