



**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 401**

**COURSE TITLE: PUBLIC RELATIONS AND DIPLOMACY**

**DATE: 18<sup>TH</sup> DECEMBER, 2023**

**TIME: 11.00AM-1.00PM**

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**INSTRUCTIONS TO THE CANDIDATES**

**See Inside**

**ANSWER FOUR QUESTIONS: QUESTION ONE IS COMPULSORY**

## CCM 401: PUBLIC RELATIONS AND DIPLOMACY

### Answer Four Questions: Question One Is Compulsory

1)2022 &2023 have seen a lot of complex relationships among countries because the political affiliations keep changing and the countries in the Global South are caught up in the actions. While some countries have accepted to follow the ratified treaties and other agreements, some have declined to do so. That is why the war between Russia and Ukraine has not ended.

a) Using five relevant examples, discuss the functions of the following bodies. (8 marks)

- i. World Bank
- ii. Red Cross
- iii. WTO
- iv. WHO

b).The countries named above have issues because of power relations. With relevant examples, demonstrate your understanding of two different types of power (6 marks).

c).Using relevant examples, explain how countries demonstrate power (5 marks).

c).Advise the United Nations and NATO on what to do to end the Russian –Ukraine war before the end of 2023(6 marks).

2).The 21<sup>st</sup> Century needs Public Relations than other centuries.

a) Demonstrate your understanding of the role of PR in IR & Diplomacy by examining the application of three PR theories (9 marks).

b) Countries design their Foreign policy according the theories that inform their actions.

With examples, discuss how the following three theories inform policy formation:

- i. Realism
- ii. Idealism
- iii. Liberalism

3a) As an advisor to the AU ,advise the African heads of states on how to deal with the frequent conflicts in Africa and their relationships with other states such as America ,Europe and China (7 marks).

b) Using relevant examples, discuss the relevance of the following bodies: (8 marks)

a. SADC b) ECOWAS, c) COMESA, and d) EU

4a) Give four relevant reasons to explain how globalization has enhanced the roles of Non- state Actors IR and diplomacy (8 marks).

b). Discuss three different actors in diplomacy and using relevant examples, demonstrate how they impact IR and diplomacy (7marks).

5a). Using relevant examples, demonstrate the Power of Global Media in the Foreign Policy (5 marks).

b). Use the image below to assist you to discuss the role and the impact of Social media networks on Diplomacy (10 marks).



b).Using relevant examples, discuss five aspects of diplomacy shown in the figure below (10 marks).

