



*Inspiring Innovation and Leadership*

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

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

**COURSE CODE: CCM 302**

**COURSE TITLE: PUBLIC RELATIONS CAMPAIGNS**

**DATE: 13<sup>TH</sup> DECEMBER, 2023**

**TIME: 11.00-1.00PM**

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**INSTRUCTION TO CANDIDATES**

- **SEE INSIDE**

## **CCM 302: Public Relations Campaigns**

**Instructions: Answer four questions. Question ONE is compulsory.**

### **Question 1**

*Read the following case scenario and answer the questions that follow:*

"Diet Coke" is a naturally high in protein and low in fat, calories, and carbohydrates nonalcoholic beverage which makes it an ideal drink for active, health-conscious individuals. The only problem is that consumer research shows that many have the perception that "soda" is unhealthy. The company wants to change this perception and increase sales to men and women, aged 30 to 50, who lead healthy lifestyles.

Your public relations firm is hired to organize a campaign.

#### ***Required:***

Give an outline of your PR campaign plan. Your plan must contain each of the following:

- a) State two goals of your campaign (2marks)
- b) Identify the key publics to be included in your plan and a rationale for including them (6 marks)
- c) Write two objectives for each of the goals above (2 marks)
- d) Justify TWO effective strategies that you would use to achieve your objectives (6 marks)
- e) Explain any one communication tactic you would use to deliver your message stating at least two advantages and two disadvantages. (6marks)
- f) In one statement, write down your key message for the campaign (3 marks)

### **Question 2**

- a) Discuss three characteristics you would consider when analyzing the key publics (6marks)
- b) Assume that your company intends to launch a new product. You have organized a special event for that product launch. You decide to use a third-party endorsement as your key spokesperson. Discuss THREE factors you would consider in choosing the spokesperson (9 marks)

### **Question 3**

You have been elected philanthropic chair for a PR club. Past fund-raising events have been well attended by your members but lacked buy-in from alumni and community members. Your organization is planning to host a barbecue picnic during homecoming to raise money for the local Boys and Girls Club. Your task is to persuade not only students, but also alumni attending homecoming to participate in your fundraiser.

- a) Describe any three persuasive techniques/tactics you would employ to encourage students to attend. (6 marks)
- b) Citing relevant examples, Discuss THREE elements you would include in your budget (9 marks)

#### **Question four**

- a) Discuss THREE reasons why it's important to set measurable objectives (6 marks)
- b) With relevant examples, distinguish between the following terms as used in campaign programmes: (9 marks)
  - i) Input
  - ii) Output
  - iii) Outcome

#### **Question 5**

- a) Studies show that public relations departments spend about 3 to 5 percent of their budget on research. Discuss, with relevant examples, any three uses of research in PR (6 marks)
- b) Giving clear examples, distinguish how each of the following hierarchies of Public Relations objectives may be applicable in a campaign: 9 marks)
  - i) Awareness objectives
  - ii) Acceptance objectives
  - iii) Action objectives

#### **Question 6**

- a) Describe three types of initial research you need to conduct before starting your campaign (9 marks)
- b) Using examples, demonstrate three ways in which public relations activities can assist a business in achieving its objectives: (6 marks)