



**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**THIRD YEAR, SECOND SEMESTER EXAMINATION**  
**2024/2025 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: 02/05/2025**

**TIME: 9.00AM -11.00AM**

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**INSTRUCTIONS TO THE CANDIDATES**

***SEE INSIDE***

## ANSWER FOUR QUESTIONS: QUESTION ONE IS COMPULSORY

### CCM 310: PUBLIC RELATIONS AND ADVERTISING

Answer Four Questions. Question One Is Compulsory.

1) Panda Matt opened their branch at Nairobi's Garden City Mall in 2024. The usual customers of the Mall walk around and at times, exit without buying anything. In the same mall, Carrefour is also struggling to get customers. However, the restaurants such as Java, Pizzain, Chicken Inn and Chinese restaurants are always full of customers.

a).

#### William McGuire's Model Of Persuasion (6 Steps)



a) Use McGuire's model of persuasion above to advise Panda Matt on what she can do to improve customer numbers to increase sales. (10 marks)

b) Using relevant examples, compare and contrast among Public Relations, Advertising and Marketing. (5 marks).

c). Using relevant examples, demonstrate how Carrefour can use the rhetoric triangle to attract customers (10 marks).

2a). Giving examples, explain five types of classification and justify why organizations may use more than two classes (10 marks).

b). With examples, discuss the relevance of IMC to an organization (5 marks).

3a). Choose any five propaganda techniques and demonstrate how politicians use them during political campaigns and in Advertising (10 marks).

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

4)Procter and Gamble have had a challenge in East Africa. The women and girls who use Always sanitary pads have alleged that the manufacturer is using substandard materials for the East African market which are very uncomfortable to the users.

a). Create a one page Always 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 mitigate the complaints in the East African market (5 marks).

5)Taifa Healthcare, Kenya



a) Design a draft media plan for Taifa Healthcare Kenya using the plan given above (10 marks)

b) Using relevant examples, demonstrate the relevance of financial public relations that will enable the government to run Taifa Healthcare without complaints from the citizens. (5 marks).

6a) Demonstrate with examples how the elements in the image below impact PR and Advertising (10marks).



b). Using relevant examples, discuss the advantages and disadvantages of using social media networks of global marketing and advertising (5 marks).