



UNIVERSITY OF EMBU

2018/2019 ACADEMIC YEAR

TRIMESTER EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE DIPLOMA IN CORPORATE
COMMUNICATION

HCC 063: INTERNATIONAL PUBLIC RELATIONS

DATE: AUGUST 6, 2019

TIME: 8:30 AM – 10:30 AM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) State five points on the importance of international public relations (5 marks)
- b) Highlight any five players in international public relations practice (5 marks)
- c) State and explain five public relation activities that an organization may engage in. (5 marks)
- d) Explain any five challenges encountered in international public relations. (5 marks)
- e) State five differences between domestic and international public relations (5 marks)
- f) Highlight any five difficulties that Multinationals may face as they commence operations in a new country (5 marks)

QUESTION TWO (20 MARKS)

- a) Citing examples, explain how developed countries have used international public relations to drive business across the world (12 marks)
- b) Explain how technology has helped international public relations to thrive (8 marks)

QUESTION THREE (20 MARKS)

Taking Kenya as an example, explain how sports, travel and tourism has helped to improve KENYAs image on the globe (20 marks)



QUESTION FOUR (20 MARKS)

- a) Explain five reasons why regulation is necessary in the field of public relations (15 marks)
- b) State five areas where a country may impose regulation (5 marks)

QUESTION FIVE (20 MARKS)

In an effort to promote the practice of public relations and communication, many developing countries especially in Africa face a myriad of challenges. Discuss any five of these challenges (20 marks)

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