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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**EXAMINATION**

**FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS**  
**DPR 1117 – PRACTICE AND PUBLIC RELATIONS CONSULTANCY**

Date: 09<sup>TH</sup> DECEMBER 2022

Time: 11:30AM – 1:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

Samsung Galaxy Phones (January 30, 2017)

Dozens of Samsung users have been injured after their phones overheated and caught fire. Galaxy Note 7 phones were officially recalled in September 2016, but the S7 and S7 Edge models are still being sold. Samsung continues to deny any problems with the two models, but lawsuits have been filed claiming the phones also experienced overheating.

So far, there have been more than 90 instances of Galaxy Note 7 phones overheating and catching fire. Twenty-six users were burned and 55 reported property damage. Some users experienced second and third-degree burns.

The phones contain lithium-ion batteries, now known to pose a risk. These batteries charge quickly, but the phones feature thin separators that might cause the batteries to short circuit and overheat. Other companies, including Dell, have recalled devices because of fire hazards related to this type of battery.

The concerns about the Samsung phones were so severe the Federal Aviation Administration began prohibiting passengers from using their phones on planes. Unfortunately, the FAA ban applies only to Galaxy Note 7 phones and not the other two models. If you own a Samsung Galaxy Note 7, Note S7, or S7 Edge you are at risk. Note 7 owners are eligible for a refund or phone exchange free of charge from Samsung.

If you are unable to replace your phone, it's important to exercise caution while it's in use. Charge your phone in an out-of-the-way, well-ventilated area that is neither very hot nor very cold. If you notice your phone becoming hot, stop charging it and remove and replace the battery as soon as it's cool enough to touch.

Answer the questions below:

- a) Identify the basis on which the corporate reputation of Samsung is based on. (6 Marks)
- b) Highlight the different PR strategies which are involved in attaining and maintaining relationships (6 Marks)
- c) Prepare a media statement advising the users of Note 7 that the product has been recalled in the interest Samsung has as a company (6 Marks)
- d) Samsung scenario will be easy to address as a result of the historical development of public relations four distinct models as identified by Grunig and Hunt. Highlight these models in order of their development. (6 Marks)
- e) Highlight the difference between public relations and advertising (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) You have been hired by one of the MNCs operating in Kenya and they would want to implement a strategy of aggressive marketing to increase their market share without lowering the prices of their products. Advise the board of directors on the advantages and disadvantages of engaging a public relations consultancy firm. (10 Marks)
- b) Discuss the different ways of coping with challenges posed by emerging trends and issues in Public Relations Consultancy (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the different forms of communication used within organizations. Identify advantages and disadvantages of any two of them. (10 Marks)
- b) Explain the meaning of the terms below and how each of them affects PR operations.
  - i. Lobbying (2 Marks)
  - ii. Publicity (2 Marks)
  - iii. Reputation (2 Marks)
  - iv. Crisis (2 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the differences between an Open and a Closed System. (10 Marks)
- b) Outline the various publics that PR practitioners of an organization have to deal with giving an example of issues that are handled per each (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Enumerate the different activities you would expect to be involved in as a public relations consultant in an organization. (10 Marks)
- b) Highlight the code of professional standard for the practice of public relations that every PR practitioner must observe. (10 Marks)