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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS**  
**DPR 1109 - INTERNATIONAL PUBLIC RELATIONS**

Date: 12<sup>th</sup> April, 2022  
Time: 11.30 am –1.30pm

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

**CASE STUDY**

XYZ limited is a multinational firm with branches all over the world. It deals with selling beauty cosmetic products. Over the past years it has been operating very successfully and most companies in that industry have been using it as a benchmark. However recently the rate of its staff turnover has skyrocketed which in turn has affected its productivity and performance leading to closure of most of its offices in some parts of the world. Representatives from international Labour Organization have set up meetings with the management of XYZ Limited Nairobi branch to address some issues. Some of the major issues raised by the management is conflict of understanding between public relations and international public relations activities in the organization. As a way to solve this issue, they were requested to come up with a public relations plan that will cut across both areas and serve its customers effectively.

**QUESTION ONE (30 MARKS)**

- a) Define the meaning of the following terms:
  - i) Public relations (3 Marks)
  - ii) International public relations (3 Marks)
- b) Explain the functions of international labour organization to multinational organizations such as XYZ limited. (6 Marks)
- c) Outline the difference between public relations and international public relations. (6 Marks)
- d) Examine the four steps of public relations plan that XYZ Limited will follow when coming up with one. (6 Marks)
- e) Explain how XYZ Ltd will measure the effectiveness of their public relations plan. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss at least five typical publics of multinational organizations engaged in International Public Relations. (10 Marks)
- b) Examine five solid advantages Public Relations has over advertising. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Using examples, analyze the different scenarios in which international public relations is practiced (10 Marks)
- b) Explain the public relations process. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the international public relations strategies you could recommend to any president to rebrand his/her country. (10 Marks)
- b) Examine international relations activities in public relations (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Analyse ways in which theory building is needed for practice and application of international public relations (10 Marks)
- b) Explain the advantages of measuring effectiveness of public relations. (10 Marks)