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

Date: 14TH DECEMBER 2022

Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) State Six reasons why IPR is becoming important and popular (6 Marks)
- b) Highlight Six qualities that a PR practitioner should have (6 Marks)
- c) Highlight Six channels of communication in IPR (6 Marks)
- d) Explain Three situations that may call for the practice of IPR (6 Marks)
- e) Highlight the publicity materials that can be used in IPR campaigns (6 Marks)

QUESTION TWO (20 MARKS)

- a) In terms of ethics, can the Americanized codes of ethics be applied in foreign markets because ethics is universally common, or do they need to be modified? (6 Marks)
- b) Highlight the nine principles for effective public relations practices (9 Marks)
- c) Identify Five advantages of internet based communication (5 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the differences between international and domestic public relations (8 Marks)
- b) Evaluate the role of media in IPR (8 Marks)
- c) Identify Four institutions that are possible publics in IPR (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the Five contextual variables to be considered in the practice of IPR (10 Marks)
- b) Evaluate the impact of technology on IPR (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain Four similarities between international and domestic public relations (8 Marks)
- b) Discuss the challenges faced in practice of IPR (8 Marks)
- c) Highlight Four benefits of an organization culture (4 Marks)