



KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF MASTER OF ARTS

CCM 807: PUBLIC AND MEDIA RELATIONS

2ND SEMESTER 2024/2025

TIME: 3 HOURS

INSTRUCTIONS:

Answer Question ONE and any other TWO

QUESTION ONE

- a) Describe the three-phase evolution of PR indicating key millstones at each phase
(15 marks)
- b) Using THREE examples, assess the application of the transactional model of communication to the practice of PR today
(15 marks)

QUESTION TWO

Write an effective creative brief on a topic of your choice
(15 marks)

QUESTION THREE

Discuss the three phases in the planning of Public Relations
(15 marks)

QUESTION FOUR

Explain how the agenda setting theory can be applied to the practice of Public Relations
(15 marks)

QUESTION FIVE

Describe the process of conducting a vulnerability assessment in Public Relations (15 marks)