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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**EXAMINATION**  
**FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS**  
**DPR 1109 – INTERNATIONAL PUBLIC RELATIONS**  
**SPECIAL EXAM**

Date: 15<sup>TH</sup> AUGUST 2023  
Time: 11:30AM – 1:30PM

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- Differentiate between international public relations and public diplomacy (2 Marks)
- Explain how you can apply RACE model in international public relations to enhance your organization image and reputation (8 Marks)
- Analyze the importance of international public relations to organizations in the 21<sup>st</sup> Century (10 Marks)
- You have been engaged as an International Public Relations Officer in an International Religious Organization. Discuss some of the Public Relations Approaches that you will adopt in carryout your duty. (10 Marks)

**QUESTION TWO (20 MARKS)**

- Analyze how you can apply the Two–Way Symmetrical Model in a situation where an organization image is affected due to unfair labor practices leading to recurring workers strikes (10 Marks)
- Using a diagram, analyze the integrated public relations and diplomacy dimensions (10 Marks)

**QUESTION THREE (20 MARKS)**

- Explain FIVE contextual variables to be considered in the application of the Internal Public Relations Principles. (10 Marks)
- Discuss FIVE basic roles of an International Public Relations Practitioner (10 Marks)

**QUESTION FOUR (20 MARKS)**

- Assume that you are the Public Relations Officer at Flexible International Supermarket. Basically, as International Public Relations (IPR) Practitioner it is reasonable to ask – *what do people think of the store?* Prepare a brief outline of IPR policy for the supermarket that your organization can adopt. (10 Marks)
- In public relations, be aware of propaganda and persuasion appeals. Using examples, explain some of the misleading propaganda devices that you must take note of and act on professionally. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- In crisis situations, a public relations practitioner or managers tend to panic. Therefore, it is important to know some of the basic Do's and Don'ts in order to face and resolve the crisis in an efficient manner. Explain FIVE 'to do' actions. (10 Marks)
- Analyze some of the challenges faced by International Public Relations Practitioners. (10 Marks)