

CPR 411



**ALUPE  
UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR  
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

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# UNIVERSITY EXAMINATIONS

## 2024/2025 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC  
RELATIONS

**COURSE CODE: CPR 411**

**COURSE TITLE: PUBLIC RELATIONS CONSULTANCY**

**DATE: 14<sup>TH</sup> JANUARY, 2025**

**TIME: 2.00PM – 5.00PM**

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### INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

**MAIN/REGULAR**

**COURSE CODE: CPR 411 TITLE: PUBLIC RELATIONS CONSULTANCY**

**STREAM: CPR**

**DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

**QUESTION ONE**

- a) Identify **SIX** key roles communication consultants play in managing crisis situations for organizations in Kenya. **(6 Marks)**
- b) List and explain **FIVE** digital platforms and social media strategies that Kenyan businesses can utilize to enhance their online reputation. **(10 Marks)**
- c) Describe the historical development of consultancy and its impact on the growth of management consulting in Kenya's business sector. What are some key milestones. **(14 Marks)**

**QUESTION TWO**

- a) Discuss **FIVE** prevalent consultancy partnership models in Kenya's public and private sectors. **(10 Marks)**
- b) Explain how process models of consultancy can be adapted to address the unique challenges faced by SMEs in Kenya. What specific processes might be involved. **(10 Marks)**

**QUESTION THREE**

- a) Discuss **FOUR** ways consultants can assist SMEs in Kenya in overcoming challenges related to financing and implementing sustainable practices. **(8 Marks)**
- b) Explain how consultancy services can support Kenyan counties in implementing devolution policies. What are the expected outcomes of this support. **(12 Marks)**

**QUESTION FOUR**

- a) Examine **FIVE** roles of consultancy in addressing urbanization challenges in Kenyan cities like Nairobi and Mombasa. **(10 Marks)**

- b) Analyze how individual consultancy can help Kenyan executives navigate challenges in rapidly growing sectors like technology and agriculture. What strategies would be most effective. **(10 Marks)**

**QUESTION FIVE**

- a) Discuss **THREE** ways how group consultancy can enhance team dynamics in competitive sectors in Kenya, such as banking or telecommunications. **(6 Marks)**
- b) Evaluate the role of PR consultants in managing public perception and reputation for Kenyan corporations facing crises. What strategies are most effective. **(14 Marks)**