

SCHOOL OF HUMAN RESOURCE AND DEVELOPMENT

DEPARTMENT OF COMMUNICATION STUDIES

2ND YEAR 2ND SEMESTER EXAMINATIONS 2013/2014 ACADEMIC YEAR

COURSE CODE CMM 205. COURSE TITLE: INTRODUCTION TO PUBLIC RELATION.

MAIN CAMPUS ONLY 10/6/2014/ 9AM- 12NOON No. 230

Instructions to the Candidates: Answer Question One and any other three Questions

✓Q1. a. **Define** the following five basic concepts of public relations: *publicity, advertising, press agency, lobbying and employee relations* (10marks).

b. **Explain** any five ways through which public relations helps to improve organizations and society (15marks).

Q2. **Discuss** any three theories of public relations and relate them to real practices in PR organizational management (15marks).

✓Q3. Using current and relevant examples **examine** the following roles of public relations: *Coporate conscience, Sensor of social change and Coporate monitor* (15marks).

Q4. In public relations issues management is a very important task that cannot be ignored and survive in the present world. **Examine** diligently the seven major steps that are helpful in planning risk communication programme (15marks).

✓Q5. What is consultancy in PR ? **Explore** any four reasons why modern organizations prefer using internal public relation department instead of consultancies (15 marks).

✓Q6. In light of numerous misconceptions about the practice of public relations, it is imperative that practitioners emulate the highest standards of personal and professional ethics. In support of this statement, **Describe** any five core values that underpin the desired behavior of any public relations professional (15marks).