



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

**THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE
OF BACHELOR OF ARTS (COMMUNICATION AND MEDIA
TECHNOLOGY) WITH INFORMATION TECHNOLOGY
(MAIN CAMPUS)**

AMT 301: INTORUDCTION TO PUBLIC RELATIONS

Date: 31st March, 2014

Time: 11.15am -1.30pm

INSTRUCTIONS:

- Answer QUESTION ONE and ANY OTHER TWO questions.



Answer question ONE and any other TWO

Q1. A Kenya Airways plane has crashed in the outskirts of Dar -es-lam, Tanzania. Two hundred passengers have died and several injured. As the Public Relations Officer of Kenya Airways:

- (a) Identify the publics you would communicate with (10 marks)
- (b) Outline one issue you would communicate to each public mentioned in (a) above. (10 marks)
- (c) Select the media you will use to communicate to each of the public mentioned. (10 marks)

Q2. (a) Explain any four models of Public Relations. (10 marks)

- (b) Justify which model applies to the practice of modern Public Relations. (10 marks)

Q3. (a) Trace the history of Public Relations from the early ages to the period after the Second World War. (20 marks)

Q4. (a) Using a diagram, illustrate the structure of a Public Relations department in a large company. (10 marks)

- (b) Explain the factors that determine the size of a PR department in an organization. (10 marks)

Q5. What are the functions of a Public Relations department? (20 marks)