



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
CERTIFICATE IN JOURNALISM & MASS MEDIA  
(CITY CAMPUS)

**ACPR 0010: INTRODUCTION TO PUBLIC RELATIONS**

Date: 3<sup>rd</sup> April, 2014

Time: 9.00 - 11.00 a.m.

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**INSTRUCTIONS:**

- Answer Question ONE (1) COMPULSORY and any other TWO questions.



**Certificate**  
**City Campus**  
**Year 1 semester 2**

**ACPR 0010: INTRODUCTION TO PUBLIC RELATIONS**

**Time: 2 hours**

**Answer question ONE and any other TWO questions.**

1. (a). Define Public Relations? (2 Marks)
- (b). What qualities does one need to be an effective Public Relations practitioner? (18 Marks)
- (c). Explain the difference between PR and Advertising? (10 Marks)
2. Explain the roles of a Public Relations manager. (20 Marks)
3. Describe five basic publics of an organization as far as PR is concerned. (20 marks)
4. Explain ten activities of a Public Relations department. (20 Marks)
5. What are the advantages and disadvantages of an in-house PR department? (20 marks)