



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

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR DIPLOMA IN  
JOURNALISM AND MASS COMMUNICATION  
(CITY CAMPUS)**

**ADPR 0100: INTRODUCTION TO PUBLIC RELATIONS**

*Date: 19<sup>th</sup> November, 2013*

*Time: 2.00 - 4.00pm*

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**INSTRUCTIONS:**

- Answer QUESTION ONE and any other TWO questions.

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1.
    - a. Define the term crisis (2 marks)
    - b. Discuss five characteristics of a crisis (10 marks)
    - c. Discuss the four stages of a crisis (8 marks)
    - d. Describe the role of a Public Relations practitioner before a crisis erupts.

(10 marks)

2. Explain the following models of communication as used in Public Relations.
  - a. Publicity model (5 marks)
  - b. Public Information model (5 marks)
  - c. Two-way asymmetrical model (5 marks)
  - d. Two-way symmetrical model (5 marks)
3. Explain how the following viable affect the public's reactions.
  - a. Problem recognition (4 marks)
  - b. Constrain recognition (4 marks)
  - c. Level of involvement (4 marks)
  - d. Information processing (4 marks)
  - e. Information seeking (4 marks)
4. Discuss the characteristic of the following eras of Public Relations development.
  - a. Publicity Era (5 marks)
  - b. Information Era (5 marks)
  - c. Advocacy Era (5 marks)
  - d. Relationship Era (5 marks)
5.
  - a. Define Negative Public Relations (2 marks)
  - b. Discuss the characteristics of Negative Public Relations (8 marks)
  - c. Discuss the ethical responsibilities of a Public Relations Practitioner. (10 marks)