



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2011/2012

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DIPLOMA IN PUBLIC RELATIONS  
(CITY CAMPUS)

### **ADPR 0104: MANAGEMENT OF PUBLIC RELATIONS PROGRAMMES**

*Date: 28<sup>th</sup> November, 2011*

*Time: 2.00 – 4.00 p.m.*

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#### INSTRUCTIONS:

Answer QUESTION ONE and any other TWO questions.

1. (a) Define PR evaluation (5 marks)  
(b) Give five reasons why evaluation of PR programs is important. (10 marks)  
(c) Describe three methods you would use to evaluate effectiveness of PR programs. (15 marks)
  
2. (a) Define public relations audit (2 marks)  
(b) Explain four categories of PR audit. (18 marks)
  
3. Give reasons why PR professionals use research. (20 marks)
  
4. Success of any PR program depends on effective analysis of the target audience. Explain. (20 marks)
  
5. In brief explain the eight elements of a PR program plan. (20 marks)