



MASEÑO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

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

ADPR 0108: PUBLIC RELATIONS AND MARKETING

Date: 16th April, 2012

Time: 9.00 – 11.00 a.m.

Answer three questions. Question ONE is compulsory. 2hrs

1. (a) Differentiate between PR and marketing. (5marks)
(b) Using PR and marketing relationship models. Explain the relationship between PR and marketing. (25 marks)
2. Explain four PR techniques that can be used to support marketing. (20marks)
3. Describe any four promotional tools used in marketing. (20marks)
4. (a) What is customer care? (5marks)
(b) List qualities of good customer service (15marks)
5. A reputable supermarket started to lose customers and making low profit. Explain some of the causes which could have led to this and how you would prevent them. (20marks)