



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

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

ADPR 0109: PUBLIC RELATIONS LAW AND ETHICS

Date: 11th April, 2012

Time: 2.00 – 4.00 p.m.

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

1. (a) Define public relations ethics (Five marks)
(b) Explain the need for ethics and enforcement of code of conduct in public relations (ten marks).
(c) Public relations ethics commences from the individual practitioner. Discuss, using relevant examples (15 marks)
2. (a) Explain the role of Public Relations Society of Kenya (10marks)
(b) Describe some of challenges it faces in enforcing code of conduct to members (10 marks).
3. (a) Define the following terms: (10 marks).
 - (i) Defamation
 - (ii) Libel
 - (iii) Copyright
 - (iv) Trade mark law
(b) In any given organization protection of employee privacy is major role of the public relation practitioner. Explain. (10 marks)
4. Public relations officers should have a professional relationship with media workers such as reporters and journalists. Discuss this statement using relevant examples. (20 marks).
5. You work as a public relations manager of a manufacturing company and you are faced with a ethical challenge where three people have died due contamination of water by your organization. As a professional public relations officer, how would you handle the situation? (20 marks).