



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

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DIPLOMA IN JOURNALISM & MASS MEDIA  
(CITY CAMPUS)**

**ADPR 0100: FUNDAMENTALS OF PUBLIC RELATIONS**

Date: 7<sup>th</sup> April, 2014

Time: 2.00 - 4.00 p.m.

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**INSTRUCTIONS:**

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

**Diploma**  
**City Campus**  
**Year 1 semester 1**

**ADPR 0100: FUNDAMENTALS OF PUBLIC RELATIONS**

**Time: 2 hours**

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

1. (a). Define the term Publics of an organization. (5 Marks)  
(b). With examples, describe five relevant publics of Maseno University. (15 Marks)  
(c). State five functions of Public Relations. (10 Marks)
2. Distinguish public relations from the following;
  - a) Advertising (5 Marks)
  - b) Marketing (5 Marks)
  - c) Propaganda (5 Marks)
  - d) Lobbying (5 Marks)
3. (a). What are the roles of a Public Relations manager? (10 marks)  
(b). Explain the advantages of an In-house public relations over a consultancy. (10 marks)
4. What would happen if publics are not defined? (20 marks)
5. Describe the qualities of a good PR practitioner. (20 marks)