



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

### SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF ARTS IN COMMUNICATION AND MEDIA (CITY CAMPUS)

#### **ACM 812: PUBLIC RELATIONS MANAGEMENT**

*Date: 29<sup>th</sup> July, 2013*

*Time: 2.00 – 5.00 p.m.*

#### **INSTRUCTIONS:**

- ♦ Answer Question ONE and any other TWO questions.

2<sup>ND</sup> YEAR 1<sup>ST</sup> SEM

DEPARTMENT OF COMMUNICATION AND MEDIA TECHNOLOGY

ACM 812: PUBLIC RELATIONS MANAGEMENT

Answer question ONE and any other TWO Questions. 3hours

1. Your organisation is faced with negative publicity. As a PR manager design a PR programs to help you solve the problem. (30marks)
2. "An organisation's success is gauged by the employees' mind power and not horse power". Discuss(15marks)
3. In the modern PR practice Information technology is a prime mover in meeting organizational PR objectives. How would you employ the use of IT in achieving such objectives?(15marks)
4. Explain the significance of good media relations to an organisation and how you would achieve it. (15marks)
5. "In Kenya the office of the government spokesman is a propaganda factory". Discuss (15marks)