

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

COMM 243: PUBLIC RELATIONS

STREAM: B.A. (COMM) Y2S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 15/4/2011

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

Answer three (3) questions.

Question One (1) is Compulsory and carries thirty (30) Marks while all other questions carry 20 marks each.

Question 1

- (a) Public Relations has several definitions. Stating the most universal one by the British Public Relations Institute, give an analysis of the definition. [5 marks]
- (b) What is your understanding of the following concepts in Public Relations? Give an example of when they are applicable in a corporate set up.
 - (i) Crisis communication [5 marks]
 - (ii) Crisis management [5 marks]
- (c) Photography is a useful tool in Public Relations. Explain at least five uses of photographs in your day to day out activities. [10 marks]
- (d) Public Relations entails packaging of information and activities according to the targeted publics. Give a classification of PR publics and an example of each of the publics. [5 marks]

Question 2

- (a) Appreciating the situation that an organization is experiencing in terms of PR needs is the first and foremost step in planning. As the head of this department, you are required to conduct a one day workshop on how the department can go about this important process. Explain the process. [15 marks]
- (b) You are likewise supposed to lead a discussion to generate a list of five media that can be utilized for your PR purposes. With examples, state and explain the media at your disposal. [5 marks]

Question 3

- (a) Press relations consist of doing favours and not receiving them. Explain what is meant by this statement. [5 marks]
- (b) As the Public Relations Officer of your organization, you are required to organize a press event at a venue of your choice and you must keep with the budget. List and explain the steps and activities you will put in place in coming up with a successful event. [15 marks]

Question 4

- (a) PR as any other discipline has a legal framework within which it operates. Explain five ethical dilemmas that a practitioner may be faced with in the course of duty. [10 marks]
- (b) Drawing a contrast from PR, briefly explain five concepts that it is taken to be. [10 marks]

Question 5

- (a) What is your understanding of a PR programme? [5 marks]
- (b) As part of your organization's management and also head of PR department, draw a six-point PR planning model and give a brief explanation of each stage in order to justify how you would execute your programme. [15 marks]
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